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**For Immediate Release**

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## **T7xe treadmill wins International Design Excellence Award.**

**COTTAGE GROVE, Wis.** – July 31, 2009 – Johnson Health Tech North America, Inc. today announced that the T7xe treadmill was awarded the bronze International Design Excellence Award (IDEA®) for commercial and industrial products by the Industrial Designers Society of America (IDSA).

The IDEA (International Design Excellence Awards) program is the premier international competition honoring design excellence in products, ecodesign, interaction design, packaging, strategy, research and concepts. The IDSA received 1,631 submissions worldwide, up 7.5% from the previous year.

Judging criteria for each entry focuses on eight areas of industrial design excellence: design innovation; benefit to the user; benefit to the client/business; benefit to society; ecological responsibility; appropriate aesthetics and appeal; usability testing; rigor and reliability (Design Research category); and internal factors and methods, implementation (Design Strategy category).

“We are extremely honored to receive such a prestigious award,” said Kent Stevens, executive vice president, sales. “This award is truly a representation of our talented product development team at Matrix and their tireless commitment that went into the T7xe project. Matrix takes pride in our reputation for bringing innovative products to our customers, and the T7xe continues this tradition by changing the way people interact with fitness equipment.”

The *BusinessWeek* IDEA report hit the stands July 29 with an in-depth analysis of the winners.

### **About IDSA**

IDSA is the voice of the industrial design profession, advancing the quality and positive impact of design. IDSA has been honoring design excellence via the IDEA Awards since 1980. IDEA

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was formerly known as the Industrial Design Excellence Awards. The name changed in 2007 to emphasize the international reach and influence of the competition.

### **About Matrix Fitness Systems**

Matrix Fitness Systems ([www.matrixfitness.com](http://www.matrixfitness.com)) is the premium commercial brand of Johnson Health Tech and comprises a complete line of cardiovascular and strength-training equipment for health clubs and other fitness facilities.

### **About Johnson Health Tech North America, Inc.**

Johnson Health Tech North America, Inc. is a leading provider of a full line of cardiovascular and strength-training equipment for health clubs, vertical markets and homes. Its brands include Horizon Fitness (consumer exercise equipment), Matrix Fitness Systems (commercial products) and Vision Fitness (specialty equipment).

JHTNA's parent company, Johnson Health Tech, Co. Ltd., has been producing premium fitness equipment since 1975 and is the world's fastest growing manufacturer of fitness equipment.

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