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FOR IMMEDIATE RELEASE

Horizon Introduces New Treadmill and Elliptical Featuring Seamless iPod Integration

COTTAGE GROVE, Wis. (July 27, 2007) – Talk to most people who exercise and they’ll tell you there’s nothing more invigorating than working out while listening to a favorite play list. This is now easier than ever with Horizon Fitness’ introduction of an in-home treadmill and elliptical trainer with seamless iPod® integration.

The new T1200 treadmill – which is sold exclusively at Dick’s Sporting Goods nationwide – allows users to connect their iPod directly to the treadmill. Once connected, users can control playlists through the console while the iPod automatically charges. Users can plug headphones directly into the treadmill, or listen to music through large built-in speakers. The iPod integration feature is also available on the E1200 elliptical trainer.

“Exercise and entertainment go hand-in-hand,” said Mike Olson, vice president of marketing for Horizon Fitness. “When you incorporate music into your workout, you’re less likely to get bored. That means you have a better chance of sticking with a fitness routine over the long-haul.”

T1200 Treadmill

iPod integration is just one of the many added-value performance features found on the T1200 treadmill. The treadmill features a powerful 2.75 HP continuous-duty motor that is extremely smooth and quiet, which keeps noise levels at a minimum while working out.

The treadmill also comes with eTRAK™ Performance Tracker technology, which allows users to monitor a variety of workout statistics over the lifetime of the product. eTRAK captures a variety of important workout statistics, including: incline, time, calories, pace, distance and speed. The accumulated data can be viewed in a variety of formats, including: current workout, last workout, average workout, weekly total, weekly goal and lifetime total.

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ADD ONE: Horizon Introduces New Treadmill and Elliptical Featuring iPod Integration

The T1200 treadmill also features integrated heart rate monitoring in the hand grips. It comes with a lifetime warranty on the motor, three-year warranty on parts and one-year warranty on labor. Its user capacity rating is 375 pounds.

E1200 Incline Elliptical Trainer

The E1200 incline elliptical trainer, which also has iPod integration, speakers and eTRAK Performance Tracker technology, features a power incline in addition to variable resistance. The power incline allows users to automatically adjust incline levels between zero and 100 percent. This allows individuals to vary the intensity of workouts, while targeting specific areas of the lower body.

Other key features include a long, 19-inch stride length, allowing users to maximize their range of motion when working out (instead of smaller, choppy strides). The elliptical also features a heavy-duty, 17.6-pound flywheel, which offers a fluid workout without the galloping feel common with other ellipticals. To further enhance comfort and ease-of-use, the elliptical comes with oversized, pivoting foot pedals.

The E1200 also comes with 16 pre-programmed features that keep workouts varied and challenging. Users can monitor heart rate activity through a pulse rate monitor and receiver located in the handgrips. The E1200 comes with a lifetime warranty on the brake, two-year warranty on parts and one-year warranty on labor. Its user capacity is rated up to 300 pounds.

Horizon Fitness is a subsidiary of Johnson Health Tech Co., Ltd., the fourth-largest fitness equipment manufacturer in the world with roughly \$348 million in annual sales revenue (2006). Horizon offers a wide assortment of fitness equipment designed for in-home use, including treadmills, elliptical trainers, exercise bikes and functional strength training equipment. Products are sold through a variety of retail channels including sporting goods retailers and department stores.

Horizon Fitness differentiates itself in the marketplace by designing and manufacturing fitness equipment that is durable, easy-to-use and provides peak performance for maximum value. Every key component that goes into a piece of equipment is manufactured at a Johnson Health Tech facility (vertically integrated manufacturing). As a result, all parts work seamlessly together to create an exercise experience like no other.

For more information about Horizon Fitness, visit HorizonFitness.com or call 1-800-244-4192.

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