



Media Contact:

Brian Meehan

W: (262) 789-7630, ext. 133

E: brianm@celticinc.com

FOR IMMEDIATE RELEASE

Horizon Treadmill Recognized in Shape Magazine

COTTAGE GROVE, WI – September 1, 2007 – Horizon Fitness' T900 treadmill is recognized in the September 2007 issue of Shape magazine. The highly popular health and fitness publication for women picks the T900 treadmill as one of its three favorites. The editorial appears in the magazine's popular "Get Fit News" section.

"We're extremely honored anytime we're recognized by a leading authority in fitness," said Mike Olson, vice president of marketing for Horizon Fitness. "Shape means a lot to us because the magazine is focused on delivering real-world tips to help woman improve their health. At Horizon, that's our end goal. We want to develop products that help people achieve a happier, healthier life."

The T900 treadmill – which is sold exclusively at Dick's Sporting Goods – comes with a variety of unique, motivational tools to keep users focused on a fitness goal. First, the treadmill offers iPod® connectivity. An iPod or MP3 player can be plugged directly to the treadmill while the iPod automatically charges. Users can plug headphones directly into the treadmill, or listen to music through large built-in speakers.

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.

For more information about this exciting new treadmill from Horizon Fitness, visit HorizonFitness.com or call 1-800-244-4192.

Shape magazine was created in 1981 to provide content for today's contemporary, active woman interested in maintaining a fit and healthy lifestyle. The magazine covers useful techniques and stimulates a deeper understanding of fitness and health. The magazine reaches more than 1.7 million readers each month.

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 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.