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FOR IMMEDIATE RELEASE

Horizon Gets Back Into Bikes with the Launch of Two New Products

COTTAGE GROVE, WI – July 27, 2007 – Horizon Fitness is re-entering the exercise bike category with the introduction of two new recumbent bikes. The RC-30 (MSRP: \$599) and RC-40 (MSRP: \$699) will be targeted to first-time fitness equipment users who desire quality, value-oriented exercise bikes designed around comfort and ease-of-use.

"Over the past year, we conducted a lot of research to better understand the needs of first-time fitness equipment users," said Mike Olson, vice president of marketing for Horizon Fitness. "We found that a large segment of this population is turned off by most bikes because they're intimidating, uncomfortable and difficult to use. We saw a great opportunity in the market to develop high-quality exercise bikes that focus on comfort and ease-of-use, making it more enjoyable for people to workout."

This fall, Horizon Fitness will roll out the RC-30 and RC-40 at sporting goods retailers nationwide. To maximize rider ease-of-use and comfort, both bikes incorporate a unique step-through design, making it easy to enter and exit the equipment. In addition, both bikes come with high-quality, comfortable seats with integrated lumbar support. The seats help riders maintain proper posture to relieve and prevent back discomfort.

The RC-40 features a large backlit LCD screen that is packed with features, including 14 exercise programs designed to keep workouts challenging and fun. The bike also comes with an MP3 port, speakers and audio-in jack to keep riders entertained and motivated while working out. Users can monitor heart rate activity through a pulse grip and can adjust the difficulty of a workout using 10 resistance levels.

The RC-40 incorporates a heavy-duty, 14.3-pound flywheel, which makes pedaling smooth and comfortable. In addition, the flywheel allows riders to stop pedaling at any point during a workout (the wheel continues to rotate, but the foot pedals do not). The unit comes with a lifetime warranty on the frame and brake and a one-year warranty on parts and labor. The bike has a 300-pound weight capacity.

The RC-30 offers comparable features to the RC-40. Variations include a 10-pound flywheel, eight standard programs, a 20-year warranty on the brake and a 275-pound weight capacity.

For more information about Horizon Fitness' new line of recumbent bikes, visit HorizonFitness.com or call

1-800-244-4192.

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.