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FOR IMMEDIATE RELEASE

**Toning Feature Now Available on Horizon Fitness and LIVESTRONG®
Fitness Elliptical Trainers**

New MaxTone™ Arch Pedal Provides Intense Cardio Workout and Lower-Body Toning

COTTAGE Grove, Wis. (July 22, 2010) — Johnson Health Tech North America (JHTNA) is introducing an innovative new toning feature on two elliptical trainers marketed under the Horizon Fitness and LIVESTRONG® Fitness brand names. The new **MaxTone™ Arch Pedal** capitalizes on the growing popularity of the shoe toning trend, which has been fueled by leading footwear companies like SKETCHERS and Reebok.

The MaxTone Arch Pedal offers a number of benefits over traditional elliptical pedals. Because the MaxTone pedal is curved, lower-body muscles are constantly activated and engaged. This engagement helps tone glutes and leg muscles while providing an intense cardio workout. Other benefits include improved posture, increased circulation and reduced stress on knee and hip joints.

“The toning trend has really taken off with consumers,” said Mike Olson, vice president of sales for Horizon Fitness and LIVESTRONG Fitness. “People want to incorporate toning into everyday activities. Whether that’s walking with toning shoes on, or working out on an elliptical with toning pedals, consumers are starting to realize the benefits of toning and want equipment that incorporates the technology.”

A recent article from *Bloomberg Businessweek* confirms the growing trend. According to sources quoted in the article, toning footwear sales totaled \$252 million during the first four months of 2010. That’s a 75 percent increase over total sales for all of last year.

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ADD ONE: Toning Feature Now Available on Elliptical Trainers

The MaxTone Arch Pedal is being offered on two elliptical trainers marketed under the Horizon Fitness and LIVESTRONG Fitness brand names. The EX-79 from Horizon Fitness (sale price \$999) and the LS13.0E from LIVESTRONG Fitness (sale price \$999) will be available at sporting goods retailers starting in August.

“With the MaxTone Arch Pedal, you get an intense cardio workout with the added advantage of lower-body toning and strengthening,” Olson said. “It’s a great tool to get more from your workout without adding additional exercises or time to your routine.”

Both elliptical trainers also feature **SIXstar Certification**TM. Derived from extensive biomechanics research, SIXstar Certification is a unique combination of the six key elements needed to deliver the most natural elliptical feel, including: ideal pedal spacing, body posture, easy access, optimal handle bar spacing, a more natural foot path and smoother momentum.

For more information about the MaxTone Arch Pedal and SIXstar Certification, visit HorizonFitness.com or LIVESTRONGFitness.com.

About Johnson Health Tech North America

Johnson Health Tech, the third largest fitness equipment manufacturer in the world, is home to some of the most respected brands in the fitness industry, including: Matrix, Vision, AFG, Horizon and LIVESTRONG. The company manufactures a wide assortment of fitness equipment for both commercial and residential use, including treadmills, elliptical trainers, exercise bikes and strength training equipment.

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Source: Matt Townsend; Bloomberg Businessweek; June 9, 2010
<http://ow.ly/21TAQ>