



**Media Contact:**

Brian Meehan

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

E: [brianm@celticinc.com](mailto:brianm@celticinc.com)

**FOR IMMEDIATE RELEASE**

## **New Incline Elliptical Allows Users to Vary Workout Intensity; Encourages Target Toning**

COTTAGE GROVE, WI – July 27, 2007 – Horizon Fitness is rolling out a new elliptical trainer featuring an electronic incline feature. The EX-76 incline elliptical (MSRP: \$1,199) – which launches at sporting goods retailers this fall – allows users to adjust the intensity of workouts while targeting specific areas of the lower body (target toning). Incline ellipticals have received widespread acceptance at health clubs and gyms across the country. Now, Horizon Fitness is bringing the technology to the home market.

"Consumers want fitness equipment that can be customized to meet a specific fitness goal or challenge," said Mike Olson, vice president of marketing for Horizon Fitness. "The incline elliptical gives users the freedom and flexibility to vary workouts, plus, you can zero-in on specific areas of the lower body, including your calves, thighs and glutes. The elliptical is ideal for keeping workouts fresh and challenging."

The EX-76 allows users to adjust incline settings up to 16 degrees. Simple, quick-touch buttons raise and lower the footpads automatically, so levels can be adjusted on-the-fly during workouts. To further adjust workout intensity, the elliptical comes with 16 different resistance settings.

The electronic incline is just one feature designed to keep workouts varied and challenging. The EX-76 comes with 16 preset programs. Programming features are easily viewed through a large LED display. Quick-touch key pads make operation simple and intuitive.

To increase user comfort and ease-of-use, the EX-76 incorporates a long, 18-inch stride length. This allows users to glide through workouts using a wide range of motion. The elliptical also comes with premium handgrips and footpads to maximize user comfort.

For those who enjoy listening to music during workouts, the EX-76 comes with an MP3 port, premium speakers and audio jack. The elliptical has a lifetime warranty on the frame and brake, as well as a one-year warranty on parts and labor. The EX-76 has a 300-pound weight capacity.

For more information about Horizon Fitness and the EX-76 incline elliptical, visit [HorizonFitness.com](http://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.