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FOR IMMEDIATE RELEASE

AFG Wins “Best Buy” Award from Fitness Professor
3.1AT Treadmill Receives Top Honors

COTTAGE GROVE, Wis. (March 28, 2012) – Advanced Fitness Group’s (AFG) 3.1AT [treadmill](#) was recently recognized as a “[Best Buy](#)” by *Fitness Professor*, a leading online resource for independent fitness equipment reviews. The machine won the top spot for treadmills priced at \$1,500 due to its aesthetics, ease-of-use, versatility, comfort, and other user-focused benefits.

“The AFG brand is all about designing smarter fitness equipment that focuses on the needs of the end-user,” said Mark Zabel, vice president of global marketing and product development. “This award spotlights our drive to design purposeful features that benefit the customer.”

The 3.1AT keeps workouts varied and challenging and comes with 10 built-in workout programs that stimulate foot hills, mountain climbs, 10Ks and more. Consumers benefit from maintenance-free, waxed running belts that never require lubrication.

For more information about AFG and its complete offering of products, visit www.afgfitness.com. For more information about Fitness Professor and its fitness equipment review, visit www.fitnessprofessor.com.

(more)

AFG WINS BEST BUY AWARD FROM FITNESS PROFESSOR – ADD ONE

About Advanced Fitness Group

All AFG equipment is designed with one thing in mind—the end user experience. Before a product is conceived, AFG talks to consumers to find out what they want in their fitness equipment. Based on this knowledge, AFG focuses its resources on the things that matter most—developing the tools and features people need to accomplish a fitness goal. The end result is smart, highly functional fitness equipment that empowers people to look, feel and live better.

AFG is a brand of Johnson Health Tech, the third largest fitness manufacturer in the world and home to some of the most respected fitness brands in the industry, including: Matrix, Vision, AFG, Horizon and **LIVESTRONG**. AFG offers a wide variety of smart, value-added fitness equipment, including treadmills, [elliptical trainers](#), [exercise bikes](#) and functional strength training equipment.

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