



Johnson Health Tech North America, Inc. • 1600 Landmark Drive • Cottage Grove, WI 53527 • p: 608.839.1240 • f: 608.839.1245 • www.johnsonfit.com

Media Contact:
Jackie Hribar
(262) 789-7630, ext. 126
jackieh@celticinc.com

FOR IMMEDIATE RELEASE

New Passport™ Media Player by Johnson Health Tech Brings Sights and Sounds of World's Best Running Paths Indoors

*Hi-Def Treadmill Experience Offers the Ultimate in Workout Entertainment,
Keeps Training on Schedule When You Can't Get Outside*

COTTAGE GROVE, Wis. (December 5, 2011) — Johnson Health Tech North America (JHTNA) introduces a new breed of consumer **treadmills** available this month equipped with the all-new Passport™ media player featuring Virtual Active™ technology. The **new treadmills** deliver a high-definition workout experience designed to enhance the cardio workout of serious runners.



Unlike machines that offer mock virtual trainers or a generic scenic view, Passport offers the only workout experience with real destination footage and matching ambient sounds. Connecting to home entertainment systems, Passport displays workout data on-screen while taking the user on a journey through truly stunning destinations. By means of “equipment interactivity,” **Passport** (www.passportplayer.com) takes the audio/visual technology one step further by communicating wirelessly to match speed and elevation between screen and treadmill.

“The Passport media player lets you begin your workout in your living room and finish in the Italian countryside,” said Andrew Kolman, senior product manager – console technology at Johnson Health Tech North America. “You escape the confines of your regular workout routine, while enjoying a truly dynamic experience.”

(more)

NEW JHTNA PASSPORT MEDIA PLAYER – ADD ONE

Available only to JHTNA, this exclusive technology has been battle tested at gyms around the world on their Matrix line of equipment. Now, for the first time the technology is being introduced to the consumer market and is available on the **AFG 7.1 AT** treadmill and the **LIVESTRONG LSPRO2** treadmill.

Each machine comes equipped with two programs – the **American Southwest** http://www.youtube.com/watch?v=Jt0zDcq-Q7U&feature=mfu_in_order&list=UL and **Northern Italy** <http://www.youtube.com/watch?v=tjRqj-B8O20&feature=youtu.be>. Individual trails include the Las Vegas Strip, Grand Canyon, Venetian cityscape, Italian countryside and more. Additional programs are available for purchase online.

Contributing to the most advanced workout experience, additional features on Passport-equipped treadmills deliver the maximum training experience indoors. The LSPRO2 provides new runner-specific cushioning which provides comfort and simulates the feel of an outdoor track. A treadmill the experienced runner can trust, the AFG 7.1 AT comes with a highly-durable frame built with heavy-gauge steel that won't shift or creak during intense exercise sessions.

“Our new treadmills with Passport technology do more than save your workout during inclement weather or cold-weather seasons; it makes it hard to get bored when you have the world's best running paths at your feet,” Kolman said. “This new breed of machines makes it simple to do what you want to do – run.”

The LSPRO2 and AFG 7.1 AT with Passport are available beginning in November at specialty retailers and select national retailers, and on-line. For more information on AFG and LIVESTRONG Fitness, visit www.advancedfitnessgroup.com and www.livestrongfitness.com.

About Johnson Health Tech North America

Johnson Health Tech <http://us.corporate.johnsonfitness.com/>, 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.

###