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FOR IMMEDIATE RELEASE

AFG Treadmills Blend Performance with Entertainment to Create Ultimate Treadmill Experience

COTTAGE GROVE, Wis. (August 20, 2007) – Before a single product was conceptualized, AFG talked to consumers to find a better, smarter way to build a treadmill. Based on the findings from surveys, focus groups and one-on-one conversations, two key themes resonated among treadmill purchasers. First, build a quality, performance-based treadmill at a value. Second, incorporate useful tools that keep people motivated and on track toward a fitness goal.

Consumers spoke...AFG listened. The result is a comprehensive new line of treadmills that blend quality, performance and entertainment at an exceptional value. The line – which ranges in price from \$999 to \$1,999 MSRP – includes five folding models and two non-folding models. Each treadmill is loaded with design innovations and features that rival higher price-point models on the market, but don't come with the hefty price tag.

“We took the two things that matter most to consumers – performance and entertainment – and blended them together to build the ultimate treadmill,” said Todd Boerboom, brand manager for AFG. “We built a smart product that’s loaded with the things people want. And we’ve done it at an exceptional value. With AFG, you don’t have to settle. You can have it all at a great price.”

AFG quality is quickly observed when looking at the powerful motors and digital drives that come with each model. The line starts with a 2.25 HP continuous-duty motor and goes up to a 3.0 HP continuous-duty motor – all backed by lifetime warranties. Quality continues when looking at other key areas of construction, including the heavy-duty frame and deck, offering maximum stability and performance, as well as premium roller bearings for smooth, long-lasting operation.

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ADD ONE: AFG Treadmills Blend Performance with Entertainment

But quality is just one part of the AFG story. Many of the treadmills are loaded with performance tracking and entertainment features designed to keep users engaged and motivated. Select models include ProFILE™ performance tracking, iPod® integration and premium audio.

5.0 AT

The AFG treadmill line is highlighted by the 5.0 AT (MSRP: \$1,999). To keep runners motivated and on track toward a fitness goal, the treadmill comes with ProFILE performance tracking, an exclusive feature that allows two individuals to track performance over the lifetime of the product. ProFILE performance tracking captures time, calories, distance, pace and other key measurements. It allows runners to compare current workout stats to an average or last workout; and check it against weekly, monthly and lifetime totals.

For those who enjoy listening to music while working out, the 5.0 AT allows users to connect their iPod directly to the treadmill. Once connected, runners can control playlists through the console while the iPod automatically charges. Users can plug headphones directly into the treadmill or listen to music through large built-in speakers.

The 5.0 AT comes with a powerful 3.0 HP continuous-duty motor with a digital-drive system. The motor generates speeds ranging from 0.5 to 12 MPH and inclines from zero to 15 percent. The motor is extremely quiet, which is ideal for those who like to watch TV or listen to music while working out.

The 5.0 AT offers 12 pre-programmed workouts and two custom options. Heart rate activity is monitored through a chest strap that interacts with a wireless receiver in the console.

The 5.0 AT comes with a lifetime warranty on the motor and frame, three- to five-year warranty on parts and one-year warranty on labor.

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ADD TWO: AFG Treadmills Blend Performance with Entertainment

AFG 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). AFG products are sold exclusively at specialty fitness retailers around the country. AFG offers a wide variety of smart, value-added fitness equipment, including treadmills, elliptical trainers, exercise bikes and functional strength training equipment.

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.

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Editorial Note: For interview requests, product photography or product demos, please call Brian Meehan at 262.789.7630, ext. 133, or send an e-mail to brianm@celticinc.com



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