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FOR IMMEDIATE RELEASE

LIVESTRONG Brand Emerges on Fitness Equipment

*Johnson Health Tech North America Signs Exclusive Agreement
with the Lance Armstrong Foundation*

COTTAGE GROVE, Wis. (May 12, 2009) – A formal agreement was recently signed between Johnson Health Tech North America (JHTNA) and the Lance Armstrong Foundation (LAF) granting JHTNA exclusive rights to the LIVESTRONG™ brand on its consumer and commercial fitness equipment.

In regards to the partnership, Lance Armstrong, LAF Founder and Chairman, champion cyclist and cancer survivor, stated, “I’m excited to partner with JHTNA to produce a new line of LIVESTRONG fitness equipment. Our team has put countless hours of development into making these products worthy of the LIVESTRONG name, and I am proud of this partnership. Staying fit has always been an important part of my life and leading an active lifestyle is one of the best ways to stay healthy. Most importantly, purchases of this product ensure that a minimum of \$4 million will go to the Lance Armstrong Foundation and the fight against cancer.”

Mike Olson, Vice President of Sporting Goods/Mass Market Sales at JHTNA, championed this agreement between the two organizations. “It was a natural fit,” says Olson. “The mission of LAF and its desire to not only inspire, encourage and empower cancer survivors but to take steps to prevent cancer through education and encouraging an active lifestyle is something we obviously stand behind and are proud to support. We’ve put the same passion and excellence into our line of LIVESTRONG fitness equipment, allowing people to take responsibility for their own health and, with each purchase, a significant donation is made to the foundation.”

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Doug Ulman, President and CEO of LAF, hailed the new partnership. “The Lance Armstrong Foundation is devoted to supporting survivors and committed to the fight against cancer. We are pleased to see Johnson Health Tech’s development of a LIVESTRONG line of fitness equipment that will help support our mission. Cancer will soon be the leading cause of death worldwide and it’s never been more important to invest in combating this disease and supporting the 28 million survivors around the globe.”

The initial LIVESTRONG product offering will consist of treadmills, elliptical trainers, and indoor cycles, all of which will be featured at Dick’s Sporting Goods stores this fall.

About the Lance Armstrong Foundation

At the Lance Armstrong Foundation, we fight for the 28 million people around the world living with cancer today. There can be—and should be—life after cancer for more people. That's why we kick in at the moment of diagnosis, giving people the resources and support they need to fight cancer head-on. We find innovative ways to raise awareness, fund research and end the stigma about cancer that many survivors face. We connect people and communities to drive social change, and we call for state, national and world leaders to help fight this disease. Anyone anywhere can join our fight against cancer. Join us at www.LIVESTRONG.org.

About Johnson Health Tech North America

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

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