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FOR IMMEDIATE RELEASE

Get Fit While Giving Back

LIVESTRONG™ fitness equipment launches this fall; proceeds benefit the Lance Armstrong Foundation and the fight against cancer

COTTAGE GROVE, Wis. (August 10, 2009) – *Can a piece of fitness equipment help in the fight against cancer?* That’s the goal behind a new brand of treadmills, ellipticals and indoor cycles launching this fall at Dick’s Sporting Goods stores nationwide. Johnson Health Tech North America (JHTNA) has partnered with the Lance Armstrong Foundation (LAF) to create LIVESTRONG-branded fitness equipment – a new breed of cardio products designed to inspire and motivate while raising money to fight cancer.

“Cancer will be the leading cause of death in 2010. Our goal with this equipment is to inspire people to stay fit and active, which helps reduce the risk of cancer,” said Lance Armstrong, LAF founder and chairman, champion cyclist and cancer survivor. “Proceeds from the sale of each product go directly to the Lance Armstrong Foundation, so people can get fit and healthy while raising money to fight cancer on behalf of the 28 million people worldwide living with the disease.”

The LIVESTRONG product line includes an indoor cycle, three elliptical trainers and four treadmills. All of the products were inspired by Lance Armstrong and come with his personal seal of approval.



LIVESTRONG Indoor Cycle

The **LS9.9IC indoor cycle (\$999)** is race-inspired by Lance Armstrong himself. It’s the ideal trainer for the serious biker to those just starting in the sport. The bike offers a smooth, consistent ride using a 40-pound flywheel and Kevlar, multi-ribbon belt drive. Resistance is adjusted using a cantilevered mono-brake system. For maximum comfort, the indoor cycle comes with an LS Air Flight saddle. It also features contact grips for heart rate monitoring.

The bike’s key feature is an LCD display with three feedback windows (heart rate, RPM and speed). The display makes it easy to access information without having to scroll through cumbersome menus or screens. The bike comes with a five-year warranty on the frame, a two-year warranty of parts and a one-year warranty on labor.

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ADD ONE: New Line of LIVESTRONG Fitness Equipment Launches this Fall



LIVESTRONG Treadmills

The LIVESTRONG product line includes four treadmills, ranging in price from \$799 to \$1,699. All of the treadmills come equipped with LIVETRACK™ software, which captures a variety of workout statistics, including: incline, time, calories, pace, distance and speed. LIVETRACK stores this information and allows users to compare daily workout statistics to weekly, monthly and annual totals.

All LIVESTRONG treadmills come with a MaxComfort™ Deck Support System, which provides added cushioning in high-impact zones. In addition, each model features built-in speakers with iPod®/MP3 compatibility. All LIVESTRONG treadmills come with a lifetime warranty on the motor and one-year warranty on parts and labor.

The top-of-the-line LIVESTRONG treadmill is the **LS16.9T (\$1,699)**. This treadmill comes with a powerful 3.25 CHP motor and digital drive system, which offers quiet, consistent speed and smooth transitions between speeds. The motor generates speeds ranging between zero and 12 mph and inclines from zero to 15 percent.

The console uses multi-colored LED windows to display workout information. The console also integrates high-end Pioneer® speakers with a Made for iPod® docking station.

Users can select from one of 12 programs that help keep workouts varied and challenging. They can also monitor heart rate activity using a Polar® wireless receiver and chest strap.



LIVESTRONG Elliptical Trainers

The LIVESTRONG line includes three high-performance elliptical trainers ranging in price from \$799 to \$1,299. All of the ellipticals feature a SIXSTAR Certification™ to ensure the smoothest, most natural elliptical feel possible.

To create a smooth, efficient workout, all LIVESTRONG ellipticals integrate a 23-pound flywheel and large drive pulley system. This creates a fluid elliptical motion, eliminating the choppy or galloping feel often found in lower quality ellipticals.

To maximize comfort and safety, LIVESTRONG ellipticals pay attention to the smallest details. For instance, foot pedals are positioned with zero space in between them. This keeps a user's hips properly aligned, reducing stress on the joints. In addition, the foot pedals are low to the ground, which makes it easy and safe to get on and off the elliptical. Handle bar grips are well within reach and are comfortably spaced to eliminate upper body fatigue. Finally, all ellipticals are ergonomically designed to keep a user's body upright to maximize comfort and minimize fatigue.

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ADD TWO: New Line of LIVESTRONG Fitness Equipment Launches this Fall

The LIVESTRONG elliptical line is highlighted by the **LS12.9E (\$1,299)**. This elliptical trainer offers 20 levels of resistance that adjust electronically. In addition, the elliptical features a power incline, which allows users to adjust the foot pedals up or down while working out. Single-touch key pad operation makes for easy, on-the-fly adjustment – you don't have to slow down or stop your workout to adjust the incline.

The LS12.9E offers 10 workout programs and comes with a Polar® wireless receiver and chest strap. To keep things lively, the elliptical has built-in speakers with an iPod®/MP3 docking station.

The LS12.9E comes with a lifetime warranty on the brake, a five-year warranty on parts and a two-year warranty on labor.

For more information about the entire line of LIVESTRONG fitness equipment, go to www.LIVESTRONGFitness.com.

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, 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.

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.

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