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## **Nautilus Seniors Program Helps "Delay the Onset of Aging"; Program Shows the Popularity of Fitness Regimens Among Older Americans**

LOUISVILLE, Colo., Mar 20, 2003 (BUSINESS WIRE) --

As the American population continues to age, more and more people are looking for a way to improve their health and quality of life.

The Fountain of Youth has never been more sought after, and The Nautilus(R) Group (NYSE:NLS), a leading marketer, developer, and manufacturer of branded health and fitness products, has a program that is the next best thing. The Nautilus "Delay the Onset of Aging" program is designed to improve mobility and overall health among seniors.

"The Nautilus Group is focused on improving people's lives, regardless of age, but as our population grows older, we have a responsibility to give older people the opportunity to make their lives better. Fitness programs dramatically improve health and help lower overall healthcare costs. The 'Delay the Onset of Aging' program is a perfect solution for an aging population," said Kevin Lamar, president of The Nautilus Group.

According to the U.S. Census, 45- to 54-year-olds are the fastest-growing age group, and increased education and publicity are driving the aging population to focus on their physical fitness. In fact, recent health club memberships grew 118 percent among people 55 and older, the largest increase of any age group. Nautilus recognized this growing trend, but also realized that many people may be introduced to physical training for the first time in their fifties. Nautilus created "Delay the Onset of Aging" to teach late-bloomers how to begin and continue a regular, safe exercise program.

"Delay the Onset of Aging" is an exercise and fitness program designed especially for people 55 and older. It is a sensible approach to exercise that starts slowly and progresses gradually to higher fitness levels. Nautilus has a training program to educate instructors who help students move safely through the six-week program, starting with an initial fitness evaluation followed by strength training and endurance exercise according to structured training protocols and guidelines.

The program is based on a study conducted by Dr. Wayne Westcott, an expert in physical fitness for seniors. Dr. Westcott's study followed seniors in a skilled nursing facility in Florida. The study documented improvements in mobility, strength and functional independence measurements. Fourteen female and five male residents, who averaged 88.5 years of age, completed the 14-week strength training study, exercising twice a week. The results were dramatic, including 14.2 percent increase in function, an 81 percent increase in lower body strength, and a 38 percent increase in upper body strength.

George Conway, a centenarian who participates in the "Delay the Onset of Aging" program, credits the program for keeping him healthy and reducing stiffness and arthritis pain. "Exercise adds years to your life, and life to your years," he said.

To find out more about the "Delay the Onset of Aging" program, including facilities offering the program, visit [www.fitnessacademy.com](http://www.fitnessacademy.com).

### **About The Nautilus Group**

The Nautilus Group, Inc. (formerly Direct Focus, Inc.) is a leading marketer, developer, and manufacturer of branded health and fitness products sold under such well-known names as Nautilus, Bowflex, Schwinn and StairMaster. The Company currently markets its Bowflex home fitness equipment and Nautilus Sleep Systems through its direct-marketing channel, using an effective combination of television commercials, infomercials, response mailings, the Internet, and inbound/outbound call centers. The Company sells Nautilus, Schwinn and StairMaster commercial fitness equipment through its sales force and selected dealers to health clubs, government agencies, hotels, corporate fitness centers, colleges, universities, and assisted living facilities. The Nautilus Group also markets and sells a complete line of consumer fitness equipment under its Nautilus, Schwinn, and StairMaster brands through a network of specialty dealers, distributors, and retailers worldwide. The Company is headquartered in Vancouver, Washington. The Nautilus Group is located on the Web at [www.nautilusgroup.com](http://www.nautilusgroup.com).

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