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## **Nautilus, Inc. Partners With Daily Burn® For Workout Video Series**

*Fitness Site to Feature Exclusive Workouts for Bowflex Max Trainer® Owners*

VANCOUVER, Wash.--(BUSINESS WIRE)-- January 17, 2017 - Nautilus, Inc. (NYSE: NLS), a leader in innovative fitness equipment, announced the launch of its partnership with Daily Burn®, the leading streaming fitness video service. Daily Burn will provide subscribers with exclusive, unprecedented access to Bowflex® expert training advice, with new streaming workout videos for Bowflex Max Trainer® cardio machine customers.

Max Trainer owners can sign up for a complimentary eight-week trial following their purchase to gain access to the full Daily Burn workout library as well as specialized Max Trainer workouts. These workouts are available on web, mobile, tablets, Apple TV, Roku, Chromecast and Amazon Fire TV.

"Our partnership with Daily Burn adds tremendous value for our customers," said Bill McMahon, Chief Operating Officer, Nautilus, Inc. "This allows us to provide Max Trainer users with additional support as well as a comprehensive training program. Our customers have shared that having a training plan and a workout schedule are key motivators, and this partnership gives them those tools to be successful."

Daily Burn's customized Max Trainer workouts are broken into two phases over the eight-week course.

The first phase is designed to help new owners get ready for Max. Workouts include bodyweight-focused strength exercises, and cardio training. Max Trainer customers can get started with Daily Burn immediately after their purchase, without needing to wait for the product to arrive.

The second phase aims to help users work up to the Max 14-minute workout. This phase is comprised of three mini phases lasting two weeks each. Each week introduces three new Max Trainer workouts as well as suggestions for supplemental workouts from the Daily Burn library.

Bowflex Fitness Advisors Tom Holland and Amy Dixon provide motivation and instruction throughout the video series, offering guidance and demonstrations of proper form and technique along the way.

"Partnering with Nautilus enables our Daily Burn subscribers to access an entirely new and exclusive Bowflex workout series," said Andy Smith, CEO and co-founder of Daily Burn. "Max Trainer users, be they unfamiliar or accustomed to our platform will find a wealth of fitness knowledge at their fingertips, not only for general workouts but also with workouts tailored just for them."

This partnership is available for both new and existing Max Trainer product owners, and registration is available at [www.dailyburn.com/maxtrainer](http://www.dailyburn.com/maxtrainer).

The Bowflex Max Trainer offers a complete, full-body high intensity interval workout in just 14 minutes, allowing users to easily fit fitness into their day. It is available in three models and for direct purchase online. For more information, visit: [www.bowflexmaxtrainer.com](http://www.bowflexmaxtrainer.com).

### **About Nautilus, Inc.**

Headquartered in Vancouver, Wash., Nautilus, Inc. (NYSE: NLS) is a global fitness solutions company that believes everyone deserves a fit and healthy life. With a brand portfolio including Bowflex®, Nautilus®, Octane Fitness®, Schwinn® and Universal®, Nautilus, Inc. develops innovative products to support healthy living through direct and retail channels as well as in commercial channels with Octane Fitness® products.

### **About Daily Burn**

Established in 2007 by CEO and co-founder Andy Smith, Daily Burn is a leading streaming fitness service. Daily Burn offers over 600 streaming workouts taught by certified trainers - everything from cardio to Pilates to bodyweight training. And unique personalization tools help users discover their perfect workout for their goals and fitness levels. Daily Burn has been featured in The New York Times, Vanity Fair, USA Today and Shape, and on the "Today" Show, "Good Morning America"

and more. Daily Burn helps people have fun and get fit.

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