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Nautilus, Inc. Shows School Spirit with Limited Edition Collegiate Bowflex Max Trainer® Product Line

New Licensing Agreement Expands Bowflex Offerings

VANCOUVER, Wash.--(BUSINESS WIRE)-- Nautilus, Inc. (NYSE:NLS), a leader in innovative fitness equipment, today announced a new limited edition collegiate-branded Bowflex Max Trainer® M5 product line for University of Florida®, University of Michigan and Florida State University. Launching just in time for college football season, the branded machines feature each university's colors, logos and mascots.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20170815005285/en/>



"These officially licensed cardio machines give us the opportunity to reach a new audience - a passionate fan base who is dedicated to showing their school pride - and gauge their response to this specialty product offering," said Brian Pope, Vice President and General Manager Direct at Nautilus, Inc. "Regardless of where fans are in their fitness journey, the Max Trainer is an effective solution for all skill levels, from experienced athletes to those just starting out. Max offers a convenient way for people to stay healthy while showing their school spirit."

The Bowflex Max Trainer M5 combines the movements of an elliptical and stair stepper for a one-of-a-kind cardio workout. The 14-minute interval workout burns up to 2.5 times the calories of a traditional cardio machine. Users can set, track, and monitor progress with the free Max Trainer app, available for iOS and Android phones. The Max Trainer comes equipped with enhanced Bluetooth® connectivity so users

Nautilus, Inc. expands its specialty product offering with the new limited edition collegiate Bowflex Max Trainer® M5 product line. (Photo: Business Wire)

can sync their workout results with a mobile device and other popular apps.

Priced at \$1,599, the collegiate-branded Bowflex Max Trainer M5 cardio machines are available now for preorder direct from Bowflex.com while supplies last. In September 2017, the machines will also be available in select Dick's Sporting Goods stores in Tallahassee and Gainesville, Fla. and Ann Arbor, Mich.

For more information and to preorder a collegiate-branded Max Trainer, visit: www.bowflex.com/seminoles, <http://bowflex.com/wolverines> and <http://bowflex.com/gators>.

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.

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