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Nautilus, Inc. Partners with LIFT Digital to Give Bowflex® Customers Free, Personalized Training Sessions

Exclusive Program Pairs Top Online Fitness Instruction with Bowflex® Equipment

VANCOUVER, Wash.--(BUSINESS WIRE)-- Nautilus, Inc. (NYSE: NLS), a leader in innovative fitness equipment, announced today the launch of its partnership with LIFT Digital Inc., developers of the online fitness platform LIFT session, to bring live personal training and group classes to Bowflex® customers. Through the collaboration with LIFT, Bowflex will offer an added avenue of support by providing customized guidance and motivation to customers in the comfort and convenience of their homes. This partnership provides an opportunity for Bowflex customers to seek advice from a trained fitness professional, and supplements the existing product tutorial videos with a customized plan to help them get the maximum benefit from their equipment.

New and existing Bowflex customers will receive a free one-on-one session with a LIFT session personal trainer that focuses on understanding the customer's unique goals, their current fitness level and creating a personalized fitness plan. Every customer will also receive a free group training session with a live LIFT session trainer and other members of the Bowflex community. Exclusive pricing is available for Bowflex product owners to purchase a subscription plan or package following their free sessions.

"We recently conducted a pilot program with LIFT session and received overwhelmingly positive feedback. Our results showed that Bowflex customers were able to achieve their goals even faster when combining Bowflex equipment with LIFT training sessions," said Aaron Brotherton, Senior Director of Marketing at Nautilus, Inc. "Our partnership with LIFT allows us to offer live training and guidance to our customers in a vibrant fitness community that helps them make the most of their Bowflex equipment and achieve their goals faster than ever."

The one-on-one personal training session allows customers to ask questions about their equipment, diet and nutrition, and includes an interactive fitness assessment to evaluate their current fitness ability as well as discuss goals, injuries and areas of concern. Following the session, LIFT will provide a personalized workout plan for each customer to help them get the most out of their fitness journey. This can be designed to incorporate the Bowflex SelectTech® line of dumbbells, and Bowflex Max Trainer®, Bowflex HVT® and Bowflex Treadclimber® fitness machines.

The group session gives customers a choice of a wide range of 30-minute workout classes, including yoga, Tabata, muscle endurance, activation and mobilization, cardio blast and HIIT sessions. The live classes challenge the full body and rely on body weight, making the workout accessible for everyone and easy to complete from anywhere. Classes are limited to 12 people, allowing each participant to receive personal feedback throughout the workout.

"By partnering with Bowflex, we can extend the efficiency, convenience and motivation of LIFT session to a brand new audience," said Raffi Tchakmakjian, CEO of LIFT Digital. "This partnership will allow our brands to re-invent the at-home fitness experience together."

This offer launches January 10, 2018 for new and existing Bowflex Max Trainer owners. To pre-register or for more information about the Bowflex LIFT session program, visit <http://bowflex.liftsession.com>.

About Nautilus, Inc.

Headquartered in Vancouver, Washington, 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®, Modern Movement®, 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.

About LIFT Digital Inc.

LIFT launched its online services in 2016 with the goal of making top fitness coaching accessible to anyone. Through our critically acclaimed live online LIFT sessions, we enable anyone access to customized fitness training, from any location and

on-demand. Our members enjoy the most efficient, challenging, fun and safe fitness programs built for their needs, whether training for a competition, preparing for an event like a wedding, looking to shed a few pounds before summer time, or just looking to de-stress from work.

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