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Rihga Royal - New York Hotel Launches New Bowflex(R) Health & Fitness Suites Luxury Hotel Creates Series of Custom-Designed Suites to Meet Needs of Fitness-Minded Guests

NEW YORK, July 24 /PRNewswire/ -- The Rihga Royal - New York, an all-suite luxury hotel in the heart of midtown Manhattan, has created a series of 15 suites designed for the fitness-minded traveler. The Bowflex® Health & Fitness Suites debut on July 24. They provide guests with a full complement of workout equipment, whose centerpiece is the Bowflex® Ultimate, the state-of-the-art strength training product from The Nautilus Group (NYSE: [NLS](#) - [News](#)).

The Rihga Royal designed these specialty suites based on input from its clientele of celebrities and entertainment industry executives to determine which features would be important to the traveler who wants to keep fit while on the road. They then went to the experts and teamed up with The Nautilus Group, a complete health and fitness company, which owns some of the best recognized brands in the industry, including Nautilus, Schwinn, StairMaster and Bowflex. The Nautilus Group worked with the hotel to develop a complete workout environment in the privacy of the guest suite. The Rihga Royal also took dining habits into consideration, and has extended the fitness suite program to include health-conscious items in its mini-bars and on its in-room dining menu.

The experience begins upon arrival, as guests are welcomed with a flight sampling of five Naked Juice smoothies. Naked Juice is a leading provider of juice smoothies made from pure "naked" fruit. Flavors include Green Machine + 11 Green Super-Foods, Zenergy +3 Ginseng Formula, Very Berry 2 Grams of Protein, Power-C + 840% RDA Vitamin, and Blue-nanas.

When guests enter their Bowflex® Health & Fitness Suites, they will see the following:

Bowflex® Ultimate: This is currently the most popular and sophisticated model in the Bowflex line, designed for people who want the quickest workouts with the most effective results. The machine comes fully loaded with 310 lbs of Power Rod® resistance, a lat tower, a low pulley/squat station, a leg extension/leg curl station and a built-in adjustable pulley system. Guests are given a demonstration through the hotel's trained in-house staff, as well as through the instructional video in the suite. The Ultimate features over 90 exercises, including a built-in rowing machine for calorie-burning, cardiovascular workouts.

Workout Equipment: Free Weights, Exercise Mat, Step®, and Body Bar

Video Workouts: Bowflex® video, Pilates video, Yoga video, high-energy workout CDs.

In-room Literature: Each suite has a variety of health and fitness magazines and a Bowflex Fitness Guide. In addition, personalized exercise logs are kept in the hotel's Pinnacle service office, for guests' future use and tracking of individual exercise programs.

Healthy Mini-Bar

While mini-bars have long been a source of putting on the pounds while on the road, the Rihga Royal's fitness suite options include a variety of health-conscious snacks and beverages.

Champion Nutrition SnacBars: SnacBars contain 12 grams of protein and the high energy of complex carbohydrates, with only 3 grams of fat.

Champion Nutrition ULTRAPROTEIN Bar: These high protein/low carbohydrate bars are perfect for those looking to increase protein intake while minimizing carbohydrates. They are also a great after-workout snack that provides the right mix of protein and carbs for speedy recovery.

Island Dry Fruit Mix, Hicker's Dry Mixed Nuts, Nutra-Grain Bars and Nature Valley Granola Bars are also offered in the mini-bars.

Beverages include Naked Juice, Vitamin Water, Crystal Light Lemonade, Smart Water Sport, Gatorade, Evian and Pellegrino waters, V8 Splash, apple, cranberry and orange juice.

In-Room Dining

The hotel's room service menu has expanded to include a variety of health-conscious dining choices. Beverages include Pure Whey Protein Shakes, Total Nutrition Energy Shakes, Metabol Met Max Chocolate Protein Shakes, Rehydration Fuel (a high-energy carb drink), and Healthy Smoothies.

Amongst the featured menu items are Pyramid Frittata, made with egg whites; Grilled Tuna Capellini, and Combination Low-Fat Pizza. Calorie, protein, carbohydrate and fat content are provided for all health-conscious offerings.

About the Rihga Royal - New York

The Rihga Royal - New York, a JW Marriott Hotel, is a deluxe, 500-room all-suite property, which caters to discriminating business travelers, particularly those in the entertainment industry, as well as leisure travelers. It has consistently been awarded AAA's Four-Diamond Award since its opening in 1990. The hotel is located at 151 West 54th Street, between Sixth and Seventh Avenues, in the heart of midtown Manhattan. It is just steps away from Carnegie Hall, the Museum of Modern Art, Radio City Music Hall, Rockefeller Center, Broadway theaters and Fifth Avenue shopping.

JW Marriott properties are distinguished by a number of trademark offerings, which include dramatic architectural design, richly appointed guest rooms and suites, state-of-the-art fitness centers, 24-hour business centers and distinctive services. The first JW Marriott hotel opened in 1984 on Pennsylvania Avenue in Washington, D.C., as a tribute to the founder of the Marriott Corporation, predecessor to Marriott International. Other JW Marriott Hotels in the United States include Santa Monica, Miami, Atlanta, Ko Olina/Hawaii and Houston. Worldwide, JW Marriott Hotels can be found in Hong Kong, Quito, Kuala Lumpur, Mexico City, Cancun, Seoul, Bangkok, Lima and Dubai.

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 its 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 <http://www.nautilusgroup.com>.