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Fight Cellulite -- For Real, For Good; Nautilus Health & Fitness Group Launches Safe, Efficient, Effective Training Program for Cellulite Control

LOUISVILLE, Colo., Jun 26, 2003 (BUSINESS WIRE) --

Type cellulite into an Internet search engine, and you'll get about 100 pages of products and services claiming to banish this persistent "orange-peel" fat that plagues so many women (and some men).

The problem is, those treatments simply don't work. No amount of cream, massage, electrical stimulation, body wraps or diet can achieve a permanent reduction in the amount and appearance of cellulite. And they do nothing to improve overall physical fitness and quality of life.

Now, The Nautilus Group, Inc. (NYSE:NLS), a leading marketer, developer, and manufacturer of branded health and fitness products, offers a new program designed to reduce the appearance of cellulite and improve strength, flexibility and endurance at the same time.

Cellulite is nothing more than ordinary fat cells that clump together in uneven bundles, giving the skin a dimpled and bumpy appearance. It is caused by the muscle loss that typically occurs with aging -- approximately 5 pounds per decade -- and compounded by the weight gain that often occurs as we grow older -- a whopping 15 pounds per decade.

"The best way to reduce the appearance of cellulite is to reduce the body fat stores with endurance exercise and strength training," said Wayne Westcott, fitness research director at the South Shore YMCA in Quincy, Mass., and Nautilus consultant. "This combination increases muscle mass, providing a firm foundation for an even fat layer and taut skin, while it boosts metabolism so you'll burn calories all day long."

Founded on a study conducted at Westcott's facility, the Nautilus plan consists of three 20 or 40 minute workouts combining cardiovascular, strength and stretching exercises. The program features Nautilus(R) 2ST or Nautilus Nitro(R) training machines for leg extensions, leg curls, hip abduction, abdominal and low-back work and upper body training, along with treadmills, StairMaster(R) stairclimbers and recumbent bikes for a cardiovascular workout. Although a full range of weight-training equipment is used, the space requirement is efficient and compact, requiring only 800 square feet of floor space. Up to 14 customers can be accommodated at once.

"The Cellulite Program is just one of the many population-specific programs offered by The Nautilus Health & Fitness Group," said Kevin Lamar, president of The Nautilus Health & Fitness Group. "All of our programs are backed by extensive research and results are proven by scientific studies."

About The Nautilus Group

The Nautilus Group, Inc. is a leading marketer, developer, and manufacturer of branded health and fitness products sold under such well-known names as Nautilus, Bowflex(R), Schwinn(R) and StairMaster. The company currently markets its Bowflex and TreadClimber(TM) 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 Internet at www.nautilusgroup.com.

From time to time, The Nautilus Group may issue forward-looking statements relating to its products and services, including statements regarding its direct and commercial/retail segment businesses. Factors that could affect The Nautilus Group's actual results include availability of media time and fluctuating advertising rates, a decline in consumer spending due to unfavorable economic conditions, expiration of important patents, its reliance on a limited product line, its ability to effectively develop, market, and sell future products, growth management challenges including the growth resulting from the acquisition of the assets of Schwinn Fitness in September 2001 and StairMaster in February 2002, its ability to effectively identify and negotiate any future strategic acquisitions, its ability to integrate any acquired businesses into its operations, unpredictable events and circumstances relating to international operations including its use of foreign manufacturers, government regulatory action, and general economic conditions. Please refer to our reports and filings with the Securities and Exchange Commission,

including our most recent annual report on Form 10-K and quarterly reports on Form 10-Q, for a further discussion of these risks and uncertainties. We also caution you not to place undue reliance on forward-looking statements, which speak only as of the date they are made. We undertake no obligation to update publicly any forward-looking statements to reflect new information, events or circumstances after the date they were made or to reflect the occurrence of unanticipated events.

SOURCE: The Nautilus Group, Inc.

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