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Nautilus Adds Senior Communications Position; Former Fleishman-Hillard Executive to Guide Integrated Communications Program

VANCOUVER, Wash., Sep 2, 2004 (BUSINESS WIRE) -- The Nautilus Group, Inc. (NYSE:NLS), a leading marketer, developer, and manufacturer of branded health and fitness products, today announced that communications veteran Ron Arp, joined Nautilus Group as Senior Vice President, Corporate Communications.

Arp served as senior vice president and general manager of the Portland, Ore., office of public relations giant Fleishman-Hillard, where he counseled clients ranging from upstarts to Fortune 500 companies in manufacturing and technology. He was with Fleishman-Hillard for 16 years, where his client work was honored with six Silver Anvils, the public relations industry's version of an Oscar, for innovative programs with business results. Earlier in his career, he was a radio news broadcaster in Nebraska and the Pacific Northwest, and directed communications for a beef organization.

"With Ron's addition to our senior team, we will be strongly positioned to help more people adopt lifelong exercise patterns, while building upon our company's leadership and innovation in the health and fitness marketplace," said Gregg Hammann, Chairman and CEO of Nautilus Group.

Reporting to Hammann, Arp will lead an integrated communications program involving investors, journalists, customers, employees, community leaders, and opinion leaders, as the company moves into its planned growth phase under Hammann's leadership.

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, Schwinn and StairMaster. The Company currently markets its Bowflex and TreadClimber 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, Bowflex, StairMaster and Trimline 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 www.nautilusgroup.com.

This press release includes forward-looking statements. Factors that could cause The Nautilus Group's actual results to differ materially from these forward-looking statements include availability of media time and fluctuating advertising rates, a decline in consumer spending due to unfavorable economic conditions, expiration of important patents, its ability to effectively develop, market, and sell future products, its ability to effectively identify and negotiate any future strategic acquisitions, its ability to protect its intellectual property, 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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