



August 20, 2002

The Nautilus Group's Fitness Academy Announces New Partners

VANCOUVER, Wash.--(BUSINESS WIRE)--Aug. 20, 2002--The Nautilus Group Inc. (NYSE:[NLS](#) - [News](#)), a leading marketer, developer, and manufacturer of branded health and fitness products, today announced new club partnerships with its Fitness Academy, an educational arm of The Nautilus Group, which provides fitness professionals with innovative and quality training programs.

The following fitness clubs will be implementing the Fitness Academy's Indoor Cycling program: The Denver Athletic Club (Denver, CO), Canyon Ranch Spa Club (Las Vegas, NV), Canyon Ranch (Tucson, AZ), Sportivo, (Los Angeles, CA); Berry's Barbell (Columbus, OH), Mayfair Racquet & Fitness (Toronto, ON), Edward Health & Fitness (Chicago, IL), Crunch (Mission Viejo, CA; Atlanta, GA; New York, NY) and Equinox (New York, NY).

"We are pleased to have these new clubs supporting our education philosophies and training methodologies," said Kevin Lamar, president of The Nautilus Group. "We want to help our club partners inspire their members to improve their fitness and health. We admire the dedication of these clubs to provide world-class fitness education and look forward to working with them toward our mutual goal."

The Fitness Academy provides educational programs that are innovative, results-oriented and based on a "fitness is a lifestyle" philosophy. These programs include Indoor Cycling and RiPP(TM), the resistance performance program. In addition, Fitness Academy offers a variety of lifestyle-oriented programs geared to different demographic groups such as seniors, youth and women, as well as goal-oriented programs such as high intensity and sports-specific training.

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 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 Bowflex, Nautilus, Schwinn Fitness, and StairMaster businesses. Factors that could affect The Nautilus Group's actual results include its reliance on a limited product line, fluctuations in advertising rates, market acceptance of its existing and 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, a decline in consumer spending due to unfavorable economic conditions, government regulatory action, its ability to effectively identify and negotiate any future strategic acquisitions, its ability to integrate the StairMaster business and any other acquired businesses into its operations, unpredictable events and circumstances relating to international operations including its use of foreign manufacturers, 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.

Contact:

The Nautilus Group, Inc.
Public Relations
Jean Suffin, 303/545-1432
or
StreetConnect
Investor Relations
Michael Newman, 206/320-1231