



November 5, 2004

G.I. Joes Reports Strong Initial Sales Of Nautilus Group Fitness Equipment

VANCOUVER, Wash. - (November 5, 2004) - A first-ever assortment of fitness equipment from The Nautilus Group is moving swiftly through the 22-store retailer G.I. Joes prior to the installation of merchandising displays, causing G.I. Joes to replenish Bowflex® and Schwinn®Fitness product inventories ahead of the holiday season.

"Bowflex home gyms are the best-selling product we've experienced in some time, with the Schwinn recumbent exercise bikes a strong second," reported Norman Daniels, president of the Wilsonville, Ore.-based retailer. "We are experiencing a situation where many of our customers have heard of these products for years and now have an opportunity to see them up close."

Daniels expects sales to continue at a strong pace through the holidays and into the new year, when many people purchase fitness equipment to improve their physical condition following a leisurely winter. Installation of brand displays and support will occur at each G.I. Joes retail location over the next few months.

G.I. Joes and The Nautilus Group announced a first-ever product marketing agreement between the two companies in late-September. The equipment carried by G.I. Joes includes stationary bicycles, treadmills, and home gyms bearing the Schwinn®Fitness or Bowflex® brands.

The Nautilus Group

Headquartered in Vancouver, Wash., The Nautilus Group, Inc. (NYSE: NLS) helps people achieve a fit and healthy lifestyle through proper exercise, rest and nutrition. With a brand portfolio that includes Nautilus®, Bowflex®, Schwinn®Fitness, StairMaster® and Trimline®, The Nautilus Group manufactures and markets a complete line of innovative health and fitness products through direct, commercial and retail channels. The company was formed in 1986 and had 2003 revenues of about \$500 million. It has nearly 1,100 employees and operations in Washington, Colorado, Oklahoma, Texas, Illinois, Virginia, Switzerland, Germany, United Kingdom, Italy, and other locations around the world. More information is at www.nautilus.com

his 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.

CONTACTS:

The Nautilus Group, Inc.
Ron Arp
360-418-6169

Integrated Corporate Relations, Inc.
John Mills
310-395-2215--203-222-9013