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Nautilus Group Announces Strategic Alliance with Amazon.com; Nautilus Group's Branded Fitness Products Now Available in Amazon.com's Sporting Goods Store

VANCOUVER, Wash., Sep 16, 2003 (BUSINESS WIRE) --

The Nautilus Group, Inc. (NYSE: NLS), a leading marketer, developer, and manufacturer of branded health and fitness products, announced today that the Nautilus Group's line of branded fitness products will be available in Amazon.com's new Sporting Goods store, located at www.amazon.com/sportinggoods.

"The strength of Nautilus Group's branded fitness products line combined with Amazon.com's new Sporting Goods store provides millions of new customers an opportunity to shop for the leading fitness products in an incredible shopping environment," said Gregg Hammann, President and CEO of The Nautilus Group. "We believe our companies share a mutual focus on offering the customer leading products with superior customer-focused service. This common bond makes for a strong relationship from both a business and customer prospective."

Mr. Hammann continued, "This relationship is another example of how we continue to reach new customers with our leading branded health and fitness products. Amazon.com's Sporting Goods store will feature all Nautilus(R), Schwinn(R) Fitness, StairMaster(R), Bowflex(R) and Trimline(R) products ranging from the best home gyms on the market to top-of-the-line cardiovascular equipment. Here is an opportunity for consumers to bring the names they know and love from health clubs worldwide into their homes."

"We're thrilled to be working with leading merchants to provide our customers with a vast sporting goods selection in one convenient destination," said Stuart Haas, senior category manager, Amazon.com Sporting Goods. "Our new Sporting Goods store gives our customers the opportunity to shop for a wide range of sporting goods merchandise -- from archery to paintball to skateboarding and everything in-between -- with all the easy-to-use features and great prices they have come to expect at Amazon.com."

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(R), Bowflex(R), Schwinn(R) and StairMaster(R). The Company currently markets its Bowflex (R) 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, 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.

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, 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.

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