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The Nautilus Group Introduces New High-Profile Radio Campaigns to Reach Consumers

VANCOUVER, Wash.--(BUSINESS WIRE)--Aug. 12, 2002-- The Nautilus Group Inc. (NYSE: [NLS](#) - [News](#)), a leading marketer, developer, and manufacturer of branded health and fitness products, today announced new radio campaigns using well-known personalities to endorse the Company's products and raise consumer awareness for the potential role of indoor fitness equipment in healthy lifestyles.

Paul Harvey, one of the most popular names in radio, will be endorsing the Schwinn Airdyne® during his radio shows, "Paul Harvey News and Comment®" and "The Rest of the Story®." Mr. Harvey is widely regarded as one of the most trusted and sought-after consumer product spokesmen in radio, in part, because he only endorses goods and services in which he strongly believes. Mr. Harvey originally promoted the Schwinn Airdyne® in the early 1980s and the results were exceptional. The new spots will run once a week from October 2002 through March 2003 on more than 1,100 radio stations, reaching over 18 million listeners each week.

Mike Greenberg, host of ESPN Sports Center, and Mike Golic, former NFL player and host of ESPN "NFL2Nite" and "NFL Game Night," will endorse Nautilus® consumer products during their popular ESPN radio show "Mike & Mike in the Morning." The new spots will run weekday mornings from October 2002 through January 2003 on more than 200 radio stations, reaching over 1.2 million listeners each week.

"These highly respected radio personalities will bring our message about healthy lifestyles and quality fitness equipment to more consumers nationwide," said Kevin Lamar, President of The Nautilus Group. "Paul Harvey did a great job of promoting Schwinn® indoor cycling equipment in the past and we anticipate similar success today. In addition to being funny and entertaining, Mike and Mike are sports and fitness experts, which lends tremendous credibility to our Nautilus® message. Together with our powerful brands and outstanding products, we expect these unique spokesmen to encourage a broader range of consumers to visit our dealers."

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.

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