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MOBIA™ HOME FITNESS MACHINE FROM NAUTILUS ADDRESSES TOP EXCUSES OF 91% OF WOMEN

VANCOUVER, Wash. – Oct. 20, 2009 – Nine out of 10 women believe they lack the time, energy and motivation to exercise, according to a new study conducted by Kelton Research for Nautilus, which today introduced a machine that turns walking into a powerful cardio workout and brings a whole new look to fitness equipment: Mobia™.

From the weather not being “just right” to an overall lack of enthusiasm, 91 percent of women surveyed find excuses getting in the way of getting into shape.

Mobia™, what Nautilus calls its “excuse buster,” is elegant in its simplicity. This exercise modality can cut workout time in half, or burn up to twice as many calories as a treadmill at the same speed. That’s good news for the nearly 70 percent of survey respondents who believe walking is the easiest form of exercise, and the 68 percent who say walking is easy to fit into their daily routine.

“I worked with Nautilus to develop Mobia™ and can’t wait to start recommending it to my clients, especially those who are having trouble getting started or finding the motivation to stick with an exercise routine,” said renowned personal trainer Jay Blahnik. “Mobia™ is perfect for beginners and active adults alike because it provides a runner’s workout without the stress on joints. It’s a powerful, low-impact, effective cardio workout.”

Mobia™ strengthens the core, builds endurance and improves balance by combining the movements of the most popular and effective gym equipment: the forward motion of a treadmill, the stepping motion of a stair stepper and the low-impact benefits of an elliptical. This three-in-one motion is possible because Mobia™ operates with two separate “treadles” that rise to meet the users’ feet as they walk. The action of pushing down the gently resistant treadles provides an intense workout with maximum efficiency, while reducing stress on knees and ankles.

As extra motivation for consumers to start – and stick with – a regular workout schedule, Nautilus guarantees that users will see and feel results after just six weeks of using Mobia™ for 30 minutes a day, three times a week when combined with a healthy diet.

Beauty and Brawn

For Mobia™, Nautilus worked with the San Francisco office of award-winning Frog Design Inc to apply contemporary design aesthetics to 30 years of fitness experience, resulting in a cardio machine that’s sleek, simple, and in line with today’s most popular electronic devices. With a clean white color scheme and modern feel, Mobia™ looks like nothing else on the market. Plus, it’s completely intuitive – the simple control panel includes just four buttons: on/off and speed up/down.

Mobia™ is available this November for \$1,999, plus \$199 for shipping and handling. For more information, or to order, visit www.mobia.com or call 1-800-436-5669.

Time is Relative

While more than a quarter of women in the study claimed to not have enough time in their day to work out, 44% admitted to spending at least 30 minutes several times a week talking on the phone or reading magazines, and 40% were able to tune in for their favorite half-hour cooking show.

Source: Kelton Research 2009

About Nautilus, Inc.

Headquartered in Vancouver, Wash., Nautilus, Inc. (NYSE:NLS) is a global fitness products company providing innovative, quality solutions to help people achieve a healthy lifestyle. With a brand portfolio including Nautilus®, Bowflex®, Schwinn® Fitness, StairMaster® and Universal®, Nautilus manufactures and markets innovative fitness products through global direct, commercial and retail channels. Formed in 1986, the Company had 2008 sales of \$411 million. It has approximately 650 employees and operations in Washington, Oregon, Virginia, Canada, Switzerland, Germany, United Kingdom, Italy, China and other locations around the world. Website: www.nautilusinc.com

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