



Nautilus, Inc. Launches New Bowflex Treadmills Featuring the Individualized JRNY® Digital Fitness Platform

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- New generation of Bowflex® connected treadmills integrate with the JRNY® digital fitness platform through an HD touch screen console.
- Both T7 and T10 treadmills offer speeds up to 12 mph, motorized decline/incline and Comfort Tech™ deck cushioning for a supportive landing.
- The new treadmills feature transport wheels and a SoftDrop™ folding system to easily move and store around the home.
- The JRNY® digital fitness platform coaches members to achieve their fitness goals by offering curated workout and entertainment options that stream while being coached.
- JRNY® members receive voice-coached individualized workouts, trainer-led workouts, integration with other fitness apps, and access to their entertainment subscriptions like Netflix, Hulu, Amazon Prime Video and Disney+.

VANCOUVER, Wash.--(BUSINESS WIRE)--Dec. 17, 2020-- Nautilus, Inc. (NYSE:NLS), the innovation leader in home fitness for over 30 years, today announced the launch of its new Bowflex® treadmills featuring the enhanced JRNY® digital fitness platform; further distinguishing it as the connected fitness company with a portfolio of digital products at different price points for all users.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20201217005047/en/>



The new Bowflex treadmills offer a built-in HD touchscreen, either 7" or 10" — allowing users to access endless entertainment while achieving their fitness goals. With speeds up to 12 mph and a motorized decline/incline, users can push themselves even further with a variety of workouts while experiencing Comfort Tech™ deck cushioning for a supportive landing. The SoftDrop™ folding system and transport wheels make it easy to move and store the treadmill around the home.

"It's our goal to provide users with an exceptional portfolio of superior, personalized, connected home fitness products, so we're delighted to offer the JRNY digital fitness platform on our new Bowflex T7 and T10 treadmills; with another model launching early next year," said Jim Barr, CEO of Nautilus, Inc. "We have data that shows people who utilize

New generation of Bowflex® T7 and T10 connected treadmills integrate with the JRNY® digital fitness platform through an HD touch screen console and fold up for easy storage. (Photo: Business Wire)

the JRNY digital fitness platform work out more consistently and for a longer period of time, which reinforces our commitment to motivating them and empowering healthier living through individualized connected fitness experiences."

The JRNY platform uses machine learning to create virtually an infinite number of personalized workouts that include motivation and praise and is based on an initial fitness assessment that learns and adapts as the member progresses — removing the guesswork from achieving a productive and satisfying workout.

With the new Bowflex T7 and T10 treadmills, the JRNY platform coaches members to achieve their fitness goals by offering curated workout and entertainment options that stream while being coached, including voice-coached individualized workouts, trainer-led workouts, integration with other fitness apps, and access to the members' own entertainment subscriptions like Netflix, Hulu, Amazon Prime Video and Disney+.*

Users with the JRNY platform can also tune into Bowflex Radio to sprint to their favorite songs and all users can digitally connect to popular third-party apps such as Zwift.**

According to a recent survey conducted on Nautilus Inc.'s behalf by YouGov, 94% of U.S. fitness consumers*** said that they use some form of entertainment while working out. Seventy percent of people said they listen to music, 45% said they watch TV or movies, and 38% of people listen to podcasts or talk radio while exercising.

Bowflex® T7 and T10 Treadmills

Additional features include:

- Built-in HD touch screen (either 7" or 10" based on model).

- Speeds up to 12 mph with Comfort Tech™ deck cushioning for a supportive landing.
- Motorized decline/incline (-5 to 15%) for a variety of workouts.
- Features a 20" x 60" running path for longer strides.
- Transport wheels to move the machine and a SoftDrop™ folding system to easily store around the home.
- Built-in media shelf with accessory tray, USB charging port and dual water bottle holders.

The JRNY platform's immersive, digital experience is available on [Bowflex.com](https://www.bowflex.com), for download in the Google Play and App Stores, and comes pre-loaded on the T7 and T10 treadmills. Following the two-month trial period, a JRNY membership will cost \$19.99 per month or \$149 per year, plus applicable taxes.

The Bowflex T10 treadmill is available for direct purchase on [Bowflex.com](https://www.bowflex.com) and at select Dick's Sporting Goods stores for \$1,999 (MSRP). The Bowflex T7 treadmill is available at select retail stores for \$1,599 (MSRP).

For more information about the Bowflex® T7 and T10 treadmills, and JRNY® digital fitness platform, please visit: <https://www.bowflex.com/treadmills/>.

*Requires a subscription to the streaming service, not included. Also requires a JRNY® digital fitness platform membership to access the streaming service from the console.

** Requires third-party subscription, not included. Requires a tablet or phone and separate third party subscription, not included. There is no affiliation with Zwift.

***All cited figures, unless otherwise stated, are from a survey conducted by YouGov Plc on behalf of Nautilus, Inc. Total sample size was 1066 "Fitness Consumers," defined as US adults aged 18 to 64 years old who have spent \$500 or more on fitness in the past year. Fieldwork was undertaken July 27 - August 3, 2020. The survey was carried out online.

About JRNY® Digital Fitness Platform

The JRNY® digital fitness platform coaches members to achieve their fitness goals by offering curated workout and entertainment options that stream while being coached, including voice-coached individualized workouts, trainer-led workouts, integration with other fitness apps, and access to the members' own entertainment subscriptions like Netflix, Hulu, Amazon Prime Video and Disney+. The JRNY platform uses machine learning to create virtually an infinite number of personalized workouts that include motivation and praise and is based on an initial fitness assessment that learns and adapts as the member progresses — removing the guesswork from achieving a productive and satisfying workout. This immersive, digital experience is available on [Bowflex.com](https://www.bowflex.com), for download in the Google Play and App Stores, and is integrated with connected Bowflex® home fitness cardio equipment, including indoor cycling bikes, treadmills and Max Trainer® machines. Following the two-month trial period, a JRNY membership will cost \$19.99 per month or \$149 per year, plus applicable taxes.

About Nautilus, Inc.

Nautilus, Inc. (NYSE:NLS) is the global leader in innovative home fitness solutions. The company's diverse brand portfolio includes Bowflex®, Nautilus®, Schwinn®, and a broad selection of exercise bikes, cardio equipment, strength training products, as well as the JRNY® digital fitness platform. Nautilus, Inc. empowers healthier living through individualized connected fitness experiences. The company sells its products through direct and retail channels. Nautilus, Inc. uses the investor relations page of its website (www.nautilusinc.com/investors) to make information available to its investors and the market.

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