



## Nautilus, Inc. Announces New Bowflex® SelectTech® Workouts on JRNY® Platform; Offers One-Year Free Trial JRNY Membership to New and Existing SelectTech Customers Worldwide

November 4, 2021

*Unlocks hundreds of strength workouts for SelectTech® 552 and 1090 dumbbells*

- The JRNY® digital fitness platform is now offering strength video workouts for Bowflex® SelectTech® 552 and 1090 dumbbells.
- The full suite of whole body, off-product workouts includes strength with weights or bodyweight, stretching, yoga, and Pilates — workouts are tracked and saved in the JRNY member's journal.
- A new web-based portal, [JRNY.com](https://www.jrny.com), has been released to provide rich information on the JRNY platform and allow JRNY members to manage their accounts and subscriptions online.

VANCOUVER, Wash.--(BUSINESS WIRE)--Nov. 4, 2021-- Nautilus, Inc. (NYSE:NLS), an innovation leader in connected home fitness, today announced that the JRNY® digital fitness platform now includes a video library of instructor-led strength workouts for Bowflex® SelectTech® 552 and 1090 dumbbells, and that, for a limited time, new JRNY customers will receive a one-year complimentary membership. This marks the latest step to make the JRNY experience available to more consumers — whether they are using cardio or strength equipment, or both.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20211104005342/en/>



"This JRNY update marks a milestone as it has been a priority to provide the JRNY experience to our millions of Bowflex SelectTech strength customers," said Garry Wiseman, Chief Digital Officer, Nautilus, Inc. "Now, our existing and future Bowflex 552 and 1090 customers will have access to high-quality SelectTech strength workout videos with their progress tracked in the JRNY journal as they advance towards their fitness goals."

A one-year JRNY membership is, for a limited time, included with the purchase of Bowflex SelectTech 552 and 1090 dumbbells. New and existing Bowflex SelectTech customers, who are not yet JRNY members, are encouraged to visit <https://www.bowflex.com/jrny.html> to receive their trial membership. Customers outside of the U.S. and Canada can access the one-year membership beginning November 16, 2021.

The company has plans to add strength workouts specific for the Bowflex SelectTech 840 kettlebell and Bowflex SelectTech 2080 barbell with curl bar products. In the near future, there are plans for JRNY to include rep-counting and

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form-coaching for strength-training via smartphone and tablet cameras using its proprietary vision and motion tracking technology.

In addition to the newly released JRNY platform updates, a new web-based customer portal has been launched to provide detailed insights into what the JRNY platform offers and helps existing members manage their accounts. Available at <http://www.jrny.com>, the new portal allows customers to update expired credit cards, reactivate their membership, update their password, pause a membership in the offseason, as well as choose to renew their membership monthly or change to an annual subscription.

The JRNY platform is available now on a variety of connected Bowflex cardio equipment, and for download in the Google Play and Apple App Stores. For more information about the JRNY digital fitness platform, please visit: <https://www.bowflex.com/jrny.html>.

### About JRNY® Digital Fitness Platform

The JRNY platform uses machine learning to create personalized treadmill, indoor bike, and Max Trainer machine workouts based on an initial fitness assessment. The platform assesses the member's fitness level and recommends these workouts based on their abilities, available time, mood, and the workout experiences they prefer, and continues to learn and adapt — removing the guesswork from achieving a productive and satisfying workout.

JRNY members receive voice-coached individualized workouts for compatible Bowflex connected cardio machines, trainer-led cardio and strength video workouts, the ability to travel the world by pairing workouts with Explore the World™ routes, and access, from the consoles of select Bowflex products, to the member's own entertainment subscriptions like HBO Max, Netflix, Hulu, Amazon Prime Video, and Disney+.

#### **About Nautilus, Inc.**

Nautilus, Inc. (NYSE:NLS) is a global leader in digitally connected home fitness solutions. The company's brand family includes Bowflex®, Nautilus®, Schwinn®, and JRNY®, its digital fitness platform. With a broad selection of exercise bikes, cardio equipment, and strength training products, Nautilus, Inc. empowers healthier living through individualized connected fitness experiences; and in doing so, envisions building a healthier world, one person at a time.

Headquartered in Vancouver, Washington, the company's products are sold direct to consumer on brand websites and through retail partners and are available throughout the U.S. and internationally. Nautilus, Inc. uses the investor relations page of its website ([www.nautilusinc.com/investors](http://www.nautilusinc.com/investors)) to make information available to its investors and the market.

This press release includes forward-looking statements (statements which are not historical facts) within the meaning of the Private Securities Litigation Reform Act of 1995, including: projected, targeted or forecasted financial, operating results and capital expenditures, including but not limited to net sales growth rates, gross margins, operating expenses, operating margins, anticipated demand for the Company's new and existing products, statements regarding the Company's prospects, resources or capabilities; planned investments, strategic initiatives and the anticipated or targeted results of such initiatives; the effects of the COVID-19 pandemic on the Company's business; and planned operational initiatives and the anticipated cost-saving results of such initiatives. All of these forward-looking statements are subject to risks and uncertainties that may change at any time. Factors that could cause Nautilus, Inc.'s actual expectations to differ materially from these forward-looking statements also include: weaker than expected demand for new or existing products; our ability to timely acquire inventory that meets our quality control standards from sole source foreign manufacturers at acceptable costs; risks associated with current and potential delays, work stoppages, or supply chain disruptions, including shipping delays due to the severe shortage of shipping containers; an inability to pass along or otherwise mitigate the impact of raw material price increases and other cost pressures, including unfavorable currency exchange rates and increased shipping costs; experiencing delays and/or greater than anticipated costs in connection with launch of new products, entry into new markets, or strategic initiatives; our ability to hire and retain key management personnel; changes in consumer fitness trends; changes in the media consumption habits of our target consumers or the effectiveness of our media advertising; a decline in consumer spending due to unfavorable economic conditions; risks related to the impact on our business of the COVID-19 pandemic or similar public health crises; softness in the retail marketplace; availability and timing of capital for financing our strategic initiatives, including being able to raise capital on favorable terms or at all; changes in the financial markets, including changes in credit markets and interest rates that affect our ability to access those markets on favorable terms and the impact of any future impairment. Additional assumptions, risks and uncertainties are described in detail in our registration statements, reports and other filings with the Securities and Exchange Commission, including the "Risk Factors" set forth in our Annual Report on Form 10-K, as supplemented by our quarterly reports on Form 10-Q. Such filings are available on our website or at [www.sec.gov](http://www.sec.gov). You are cautioned that such statements are not guarantees of future performance and that our actual results may differ materially from those set forth in the forward-looking statements. We undertake no obligation to publicly update or revise forward-looking statements to reflect subsequent developments, events or circumstances.

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