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Nautilus, Inc. Delivers New Bowflex® Suite of Strength and Cardio Equipment

The Bowflex® HVT™ Machine Combines Strength and Cardio while the Bowflex Results Series Cardio Line Focuses on Calorie Burn and Weight Management

VANCOUVER, Wash.--(BUSINESS WIRE)-- May 8, 2017 - Nautilus, Inc. (NYSE: NLS), a leader in innovative fitness equipment, announced the availability of the revolutionary Bowflex® HVT™ machine - offering Hybrid Velocity Training. This new approach to fitness combines cardio and strength training into one effective workout. The HVT machine can deliver the calorie burn of running 1.5 miles, and up to five times more muscle activation than traditional strength training in as little as 18 minutes.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20170508005147/en/>



The new Bowflex® HVT™ machine offers Hybrid Velocity Training, a unique approach to fitness that combines cardio and strength training into one of the fastest and most effective workouts ever designed. (Photo: Business Wire)

priced at \$1,799.

For more information, visit: www.bowflex.com/hvt.

Bowflex Results Series

The Bowflex Results Series cardio line allows users to stay motivated while burning calories with a range of treadmills and

Nautilus, Inc. also introduced the new Bowflex® Results Series cardio line today, which includes a selection of treadmill and elliptical models. These best-in-class machines are designed with a focus on weight management and calorie burn to help users achieve their fitness goals.

"Our mission is to develop products that engage our customers and empower them to achieve their health and fitness goals," said Bill McMahon, chief operating officer of Nautilus, Inc. "With designs based on consumer insights and rigorous testing, these new machines deliver workouts that are tailored to our customers' needs. Innovative technology and integrated motivational tools make these machines integral to living a healthier lifestyle."

Bowflex HVT Machine

The innovative Bowflex HVT machine offers users cardio and strength training in one workout. By offering two workouts in one, the HVT machine's functionality extends beyond a traditional home gym. In as little as 18 minutes, users can fire up their metabolism and burn calories while building sculpted, lean muscles.

The HVT machine's dynamic coaching console features four workout modes, resistance adjustment at the turn of a dial and an intuitive interface to provide instant feedback while keeping users motivated. With built-in Bluetooth® smart technology and the free HVT™ app, the machine guides users every step of the way. Available for iOS and Android, the HVT app provides users with 50 full length trainer-led videos. The machine's compact footprint also makes it the perfect addition to any user's home gym.

Available now for direct purchase online, the Bowflex HVT is

ellipticals, including the Bowflex® BXT216 treadmill, Bowflex® BXT116 treadmill, Bowflex® BXE216 elliptical and Bowflex® BXE116 elliptical. These machines are built to withstand the toughest workouts while delivering the connectivity, technology and motivation users need to see incredible results. The innovative Burn Rate console displays the total calories burned each minute, motivating users to go further, faster and achieve better results in less time.

Equipped with 11 pre-programmed workouts, the top-of-the-line Bowflex® BXT216 treadmill and Bowflex® BXE216 elliptical can track and store data for up to four different users. In addition, the machine's Bluetooth® connectivity allows users to track their progress, set goals and win awards with the Results app, which integrates other popular fitness apps such as MyFitnessPal®, Apple® HealthKit™, UA Record™, MapMyRun® and Endomundo®. These machines also feature built-in speakers, an LCD screen and a media tray so users can stay up-to-date on their favorite shows while working out.

The Bowflex Result Series machines will be available in early summer 2017 online at www.bowflex.com and at select retailers. The BXT216 treadmill and BXE216 elliptical are priced at \$1,799 and the BXT116 treadmill and BXE116 elliptical are priced at \$1,499.

For more information, visit: www.bowflex.com/treadmills and www.bowflex.com/ellipticals.

About Nautilus, Inc.

Headquartered in Vancouver, Wash., Nautilus, Inc. (NYSE: NLS) is a global fitness solutions company that believes everyone deserves a fit and healthy life. With a brand portfolio including Bowflex®, Nautilus®, Octane Fitness®, Schwinn® and Universal®, Nautilus, Inc. develops innovative products to support healthy living through direct and retail channels as well as in commercial channels with Octane Fitness® products.

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