



Fitting into Favorite Jeans Beats Doctors' Orders When It Comes to Motivating Women to Exercise

Mobia(TM) Delivers a Workout that Fits, Helps Women Keep Resolutions

VANCOUVER, Wash., Dec 21, 2009 (BUSINESS WIRE) -- Jeans too tight? Could be just what the doctor ordered. A new study reveals women would be more likely to start a new exercise program if they couldn't fit into their favorite jeans (52 percent) than if they received advice from their doctors (37 percent), according to a study by Kelton Research for fitness equipment leader Nautilus, Inc.

Nautilus, which this fall introduced the Mobia(TM) home cardio machine to deliver a workout as easy - but twice as effective - as walking, conducted the survey to learn more about how women view fitness.

While 79 percent of the women surveyed said they would make a resolution to "start a new fitness routine" in the New Year, almost half will be looking for a fitness regimen that fits into their busy lifestyle. That's a tough challenge - nine out of 10 women believe they lack the time, energy and motivation to exercise.

"My clients know they should move their bodies 30 minutes a day, but establishing the routine is the hard part," says fitness expert and Mobia(TM) advisor Jay Blahnik. "It's important to have equipment that's convenient, simple to use and intuitive. That's exactly what Mobia(TM) delivers: a home machine that leaves no room for excuses for not working out."

Walking is a favorite activity of people everywhere: 67 percent of survey respondents listed it as the easiest form of exercise. Because of its unique design, Mobia(TM) turns walking into a powerful cardio workout, making sticking with a routine easy and efficient. It burns up to twice the calories as walking on a treadmill at the same speed, cutting workout time in half. Mobia(TM) 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.

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(TM) for 30 minutes a day, three times a week when combined with a healthy diet.

Mobia(TM) is available now for \$1,999, plus \$199 for shipping and handling. Orders placed by December 13 will arrive in time for Christmas. For more information, or to order, visit www.mobia.com or call 1-800-436-5669.

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(R), Bowflex(R), Schwinn(R) Fitness, StairMaster(R) and Universal(R), 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

SOURCE: Nautilus, Inc.

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