



Genesis Financial Solutions  
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## **FOR IMMEDIATE RELEASE**

### **Nautilus, Inc. Offers Genesis Credit<sup>®</sup> Second Look Financing**

Vancouver, WA, March 28, 2014—Nautilus, Inc. (NYSE: NLS), a leader in innovative home fitness equipment, is pleased to announce a partnership with Genesis Financial Solutions to offer Genesis Credit second-look financing.

"We are excited to see the positive impact on sales conversion that our partnership with Genesis has generated," said Rob Murdock, VP, General Manager Direct, Nautilus, Inc. "In fact, second-look conversion improved nearly 50% in our initial tests and quickly justified a full roll out. From our initial meetings, through the integration and sustaining phases, the Genesis team provided first class service and proactive communication, allowing us to deploy and achieve measurable results in record time."

Genesis Credit offers second-look financing solutions to customers with near- and non-prime credit. Genesis can supplement current financing programs and, most importantly, deepen customer loyalty and satisfaction while helping to grow sales.

"Our goal with Nautilus has been to build a secondary financing solution that not only aligns with their business, but meets the needs of their customers as well," says Bruce Weinstein, CEO, Genesis Financial Solutions. "We look forward to working closely with Nautilus to enable more customers to purchase the home fitness products they want and deserve."

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

Headquartered in Vancouver, Washington, 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<sup>®</sup>, Bowflex<sup>®</sup>, TreadClimber<sup>®</sup>, Schwinn<sup>®</sup>, and Universal<sup>®</sup>, Nautilus markets innovative fitness products through Direct and Retail channels. For more information, please visit <http://www.nautilusinc.com/> and <http://www.bowflex.com/>.

#### **About Genesis Financial Solutions**

Genesis Financial Solutions, Inc. provides access to financing for consumers with non-prime credit through partnership with educational institutions, retailers, and healthcare organizations that want to serve more customers and increase sales volume. With over 12 years of acquiring, originating, and servicing consumer credit, Genesis Financial Solutions has earned a strong reputation among consumers and partners by offering attractive terms, competitive rates, and exceptional customer service. For more information, please visit <http://www.genesis-fs.com/>.

**Contact**

To learn more about this partnership, please contact:

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