

NAUTILUS SUBSCRIPTION RATES

The following reflects current NAUTILUS pricing for an annual subscription:

NORTH AMERICA - New Subscribers and Renewals

(US, Canada, Mexico)

Subscription: \$119.40

Shipping: 18.00

TOTAL*: \$137.40

* plus sales tax in Ohio and Florida

INTERNATIONAL - Renewals through September 1, 1993

Subscription: \$119.40

Shipping: 30.00

TOTAL: \$149.40

INTERNATIONAL - New Subscribers

Subscription: \$174.00

Shipping: 48.00

TOTAL: \$222.00

NOTE to International Subscribers: You may **renew** at the \$149.40 rate through September 1, 1993. After that date, all international subscriptions will be priced at \$222.00.

The decision to increase the price of NAUTILUS for international subscribers was due to many factors. When NAUTILUS was introduced, pricing was kept the same for all subscribers. Over time, we've learned that marketing to and providing support to international subscribers is considerably more expensive. Also, we began hearing from many of our international subscribers that we need to provide a much more reliable data network for communicating with us. In response to that, we have undertaken extensive internal development efforts and contracted with an external vendor to provide toll-free dial-up service for all international subscribers. We anticipate this network to be available in the first quarter of '93; it will be included first on the Macintosh disc and quickly thereafter on the Windows version. Finally, many subscribers asked us about providing information from their country in their own language. We listened to that and we are now negotiating with several international companies to supply us with information to make NAUTILUS an even more international product.

Pricing increases are never easy, but we realized that providing the product quality and variety that our international subscribers asked for could only be supported through this shared expense.

If you'd like more information, please Link or call NAUTILUS Customer Service at 614/766-3165 or 800/637-3472.

Prices subject to change.

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