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## INVENTOR AND FITNESS PIONEER ARTHUR JONES DIES

(OCALA, FL AUGUST 28, 2006) - ARTHUR JONES, THE LEGENDARY FOUNDER OF NAUTILUS AND MEDX EXERCISE EQUIPMENT WHOSE GROUNDBREAKING INVENTIONS CHANGED THE WAY PEOPLE THROUGHOUT THE WORLD APPROACH HEALTH AND FITNESS, DIED ON AUGUST 28, IN OCALA, FLA. HE WAS 81.

JONES WAS BORN IN ARKANSAS IN 1926 AND GREW UP IN SEMINOLE, OKLAHOMA. AFTER SUCCESSFUL SIMULTANEOUS CAREERS AS A PILOT, ANIMAL IMPORTER AND WILDLIFE FILMMAKER, JONES' ENTHUSIASM FOR PHYSICAL FITNESS LED HIM TO DEVELOP THE NAUTILUS EXERCISE MACHINE SYSTEM. INTRODUCED IN 1970, THE EQUIPMENT WAS THE FIRST OF ITS KIND TO UTILIZE THE PRINCIPLE OF VARIABLE RESISTANCE TO DEVELOP MUSCLES AND BUILD STRENGTH. NAUTILUS QUICKLY BECAME A LIFESTYLE PHENOMENON, CREATING WIDESPREAD AWARENESS OF THE BENEFITS OF STRENGTH TRAINING AND LAUNCHING THE MODERN FITNESS INDUSTRY.

THE SUCCESS OF NAUTILUS SPORTS/MEDICAL INDUSTRIES EARNED JONES A PLACE ON *FORBES* LIST OF THE 400 RICHEST AMERICANS. HE SOLD THE BRAND IN 1986 AND LIQUIDATED MUCH OF HIS EXTENSIVE NORTH FLORIDA REAL ESTATE HOLDINGS - INCLUDING HIS PRIVATE ZOO - TO FINANCE HIS NEXT ENTERPRISE, MEDX CORPORATION.

JONES REPORTEDLY SPENT MORE THAN \$100 MILLION OF HIS OWN MONEY TO DEVELOP ACCURATE MEASUREMENT TOOLS AND REHABILITATION MACHINES DESIGNED TO ADDRESS PROBLEM AREAS OF THE LOWER BACK, NECK AND KNEES. JONES DEVELOPED THE MEDX MEDICAL MACHINES THROUGH YEARS OF RESEARCH AT THE UNIVERSITY OF FLORIDA'S CENTER FOR EXERCISE SCIENCE IN THE COLLEGE OF MEDICINE AND COLLEGE OF HEALTH AND HUMAN PERFORMANCE, GAINESVILLE, FLA.

GEARED TOWARD SPINAL REHABILITATION, THE MEDX MEDICAL LINE INTRODUCED IN 1987, PRODUCED TWO BREAKTHROUGH TECHNOLOGIES: 1) POSITIONING THE PATIENT TO ENSURE THAT ONLY THE TARGETED MUSCLES ARE WORKED DURING THE SESSION, AND 2) A COMPUTERIZED MEASURE OF THE PATIENT'S FUNCTIONAL STRENGTH TO MONITOR PROGRESS DURING THE REHABILITATION PROCESS. THESE UNIQUE MACHINES WERE ABLE TO MAKE RESISTANCE ADJUSTMENTS AS STRENGTH INCREASED. JONES SOLD MEDX CORPORATION IN 1996.

THE MEDX CORE SPINAL FITNESS SYSTEM WAS DEVELOPED IN 2002 AS A MEDICALLY-BASED WORKOUT SYSTEM DELIVERED THROUGH FIVE MACHINES DESIGNED TO ISOLATE AND STRENGTHEN THE LOW BACK, NECK AND TORSO MUSCLES. BOTH THE MEDX MEDICAL AND CORE SYSTEMS ARE USED IN SPINAL CLINICS AND THROUGHOUT THE WORLD, WITH THE CORE SYSTEM BEING USED AS THE EXCLUSIVE SYSTEM IN A GROWING NUMBER OF FITNESS CENTERS.

JIM FLANAGAN, MEDX'S VICE PRESIDENT OF SALES, WHO WORKED WITH JONES FROM 1971 UNTIL 1996 AND REMAINED A LIFELONG FRIEND, COMMENTED: "I HOPE THAT ARTHUR JONES' CONTRIBUTIONS IN THE FIELDS OF FITNESS, SPORTS MEDICINE, EXERCISE PHYSIOLOGY AND ORTHOPEDIC REHABILITATION WILL BE RECOGNIZED AND APPRECIATED. WITH THE ACCOMPLISHMENTS AND CONTRIBUTIONS HE HAS MADE OVER THE PAST 40 YEARS, HE SHOULD BE AWARDED THE NOBEL PRIZE ONE DAY."

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