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BUSINESS WEEKS NAMES DIRECT FOCUS AS #1 HOT GROWTH COMPANY

Cites 3-Year Average Earnings Growth of 225%

VANCOUVER, WA...May 22, 2000...Direct Focus, Inc. (Nasdaq: DFXI), a marketing company for fitness and healthy lifestyle products with a direct business model, today announced that Business Week has selected Direct Focus as #1 on its list of "Hot Growth Companies."

To win a position on Business Weeks' list, a company must have excelled in three categories over the last three years: sales growth, earnings growth and return on invested capital. Direct Focus' three-year averages as of May 5, 2000, were 146% growth in sales, 225% growth in earnings and 54% return on invested capital.

"We are very pleased to be recognized by Business Week as their top growth company of the last three years," said Brian Cook, President and Chief executive Officer. "Our sophisticated direct marketing model, combined with our powerful Nautilus and Bowflex brands and growing eCommerce sales, has resulted in record sales growth and profits. In coming years, we intend to continue to leverage our direct business model as we rollout new fitness and healthy lifestyle products. We are excited about the opportunities ahead."

Direct Focus, Inc. is a leading marketing company for fitness and healthy lifestyle products with a sophisticated direct business model. The Company currently markets its Bowflex line of home fitness equipment and Nautilus Sleep Systems directly to consumers, using an effective combination of strong brand names, television advertising, Web sites, an extensive business intelligence database and integrated customer relationship management systems. The Company also sells its Nautilus commercial fitness equipment directly to health clubs and other institutions, and its Nautilus fitness accessories through retail athletic stores. The Company is headquartered in Vancouver, Washington, and located on the Web at www.directfocusinc.com.

This press release contains forward-looking statements relating to anticipated revenues, net income, earnings and the development of the Company's products and services, including statements regarding its Nautilus business. Factors that could affect the Company's actual results include its reliance on a limited product line, market acceptance of its existing and future products and growth management challenges. A more detailed description of certain factors that could affect actual results include, but are not limited to, those discussed in the Company's annual report on Form 10-K for the fiscal year ended December 31, 1999.