NAUTILUS.*Inc*

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DIRECT FOCUS, INC. OPENS THIRD DISTRIBUTION CENTER AS MARKETING OF SLEEP SYSTEMS PRODUCT LINE RAMPS

VANCOUVER, WA...August 18, 1999...Direct Focus, Inc. (Nasdaq: DFXI), a marketing company with a direct business model, is opening a new distribution center in Las Vegas, Nevada to accommodate future growth. It is the third distribution center in the U.S. for the company, which also has sites in Washington and Virginia.

"We are anticipating the need for increased distribution capacity as we expand advertising for our Nautilus sleep system products," said Brian Cook, president of Direct Focus. "Additionally, this distribution facility allows the company to better serve customers for its growing line of Nautilus consumer products and its Bowflex home fitness equipment."

Strategically located distribution centers cut the cost of delivery and reduce the time of delivering products to customers around the United States, according to Cook. The 54,000-square-foot leased facility in Las Vegas is scheduled for operation in October.

Direct Focus currently markets three lines of products - Nautilus fitness equipment, Bowflex home fitness equipment, and Nautilus sleep systems - directly to customers via advertising, on television, printed media and the Internet. For the 12 months ended June 30, 1999, sales were $85.4 million.

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, growth management challenges and difficulties integrating the company's Nautilus operations. A more detailed description of certain factors that could affect actual results include, but are not limited to, those discussed in the company's registration statement on Form S-1 in the section entitled "Risk Factors."