



February 22, 2000

DIRECT FOCUS, INC. ANNOUNCES RECORD FOURTH QUARTER RESULTS

EPS Increases to \$0.84 Per Diluted Share eCommerce Sales Increase 56% From Previous Quarter

Vancouver, WA-February 22, 2000-Direct Focus, Inc. (Nasdaq: DFXI), a marketing company for fitness and healthy lifestyle products with a direct business model, today announced its results for the quarter and year ended December 31, 1999.

For the fourth quarter of 1999, Direct Focus reported net revenue of \$37.9 million, an increase of 102% from \$18.8 million in the fourth quarter of 1998. For 1999, the Company reported net revenue of \$121.0 million, up 111% from \$57.3 million for 1998. Excluding revenue of \$19.1 million from the Nautilus division, acquired in January 1999, net revenue for 1999 increased 78% from 1998.

Net income for the fourth quarter of 1999 was \$9.0 million or \$0.84 per diluted share, up 80% from \$5.0 million or \$0.52 per diluted share for the same period of 1998. Net income for 1999 was \$20.3 million or \$1.95 per diluted share, up 62% from \$12.5 million or \$1.28 per diluted share for the previous year. Net income for the Nautilus division for the fourth quarter of 1999 was \$765,000 or \$0.07 per diluted share.

eCommerce sales were \$3.9 million for the fourth quarter, up 56% sequentially from \$2.5 million in the previous quarter. The Company expects to continue to strengthen its back-office infrastructure, management team, advertising and consumer financing programs related to expanding its eCommerce sales effort.

"We are very pleased with our record sales and profits for the quarter and the year," said Brian Cook, President and Chief Executive Officer. "During the fourth quarter, we continued to see growing sales of our Bowflex and Nautilus products. Throughout the quarter, demand for our Bowflex product was stronger than expected. We also began the initial roll out of our Nautilus Sleep System near the end of the quarter."

"During the year, we dramatically improved the sales and achieved profitability in our Nautilus division. In the coming year, we expect to more fully leverage the strong brand awareness of Nautilus. Building on the early success of our eCommerce effort, we believe we are well-positioned to leverage our direct marketing experience, consumer data and strong brands to reach more targeted households. We are very excited about the opportunities before us."

A replay Internet broadcast of Direct Focus Inc.'s fourth quarter conference call (2:00 PM Pacific/5:00 PM Eastern) will be available today at www.directfocusinc.com under "Investor Relations."

About Direct Focus, Inc.

Direct Focus, Inc. is a marketing company for fitness and healthy lifestyle products with a 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 television advertising, 800-call centers and Web sites. 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. Direct Focus is 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, 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."

DIRECT FOCUS, INC. STATEMENT OF OPERATIONS

	Three months ended Dec 31,		Twelve months ended Dec 31,	
	1999	1998	1999	1998
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NET SALES	37,888,838	18,808,871	121,018,477	57,296,880

COST OF SALES	10,880,800	3,801,596	34,422,577	12,442,307
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Gross profit	27,008,038	15,007,275	86,595,900	44,854,573
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EXPENSES:				
Selling and marketing	11,590,956	6,843,154	44,629,825	22,642,885
General and administrative	684,661	(44,443)	4,236,804	1,700,956
Royalty expense	905,337	555,894	2,897,278	1,622,726
Litigation expense	--	--	4,000,000	--
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Total operating expenses	13,180,954	7,354,605	55,763,907	25,966,567
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INCOME FROM OPERATIONS	13,827,084	7,652,670	30,831,993	18,888,006
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OTHER INCOME (EXPENSE):				
Interest income	422,688	223,253	1,003,586	526,961
State business tax and other - net	125,638	(103,688)	2,737	(221,889)
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Total other expense - net	548,326	119,565	1,006,323	305,072
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INCOME BEFORE INCOME TAXES	14,375,410	7,772,235	31,838,316	19,193,078
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INCOME TAX EXPENSE	5,406,112	2,749,196	11,495,425	6,707,584
NET INCOME	8,969,298	5,023,039	20,342,891	12,485,494
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BASIC EARNINGS PER SHARE	0.86	0.54	2.00	1.34
DILUTED EARNINGS PER SHARE	0.84	0.52	1.95	1.28
Basic shares outstanding	10,429,746	9,336,525	10,165,617	9,336,525
Diluted shares outstanding	10,720,779	9,725,958	10,425,208	9,725,958

DIRECT FOCUS, INC.
BALANCE SHEETS

	December 31, 1999	December 31, 1998
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ASSETS		
CURRENT ASSETS		
Cash	35,703,457	18,910,675
Trade receivables	4,744,213	218,207
Inventories	9,167,554	2,614,673
Prepaid expenses and other assets	1,863,951	378,409
Deferred income taxes	820,789	215,737
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Total current assets	52,299,964	22,337,701
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PROPERTY, PLANT, AND EQUIPMENT	10,644,838	1,842,712
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OTHER ASSETS	4,364,963	192,859
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TOTAL ASSETS	67,309,765	24,373,272
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LIABILITIES AND STOCKHOLDERS EQUITY		
CURRENT LIABILITIES		
Trade Payables	5,871,369	3,602,074
Income taxes payable	2,177,236	504,775
Accrued liabilities	4,051,541	1,851,253
Royalty payable to stockholders	893,563	548,211
Customer deposits	1,097,748	148,937
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Total current Liabilities	14,091,456	6,655,250
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LONG-TERM DEFERRED INCOME TAXES	187,484	66,880
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STOCKHOLDERS' EQUITY		
Common stock	18,602,420	3,565,628
Retained earnings	34,428,405	14,085,514
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Total stockholders' equity	53,030,824	17,651,142
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TOTAL LIABILITIES AND STOCKHOLDER'S EQUITY	67,309,765	24,373,272
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