



April 13, 2000

## **DIRECT FOCUS ADDS ONLINE CUSTOMER CREDIT TO GROWING eCOMMERCE BUSINESS**

VANCOUVER, WA...April 13, 2000...Direct Focus, Inc. (Nasdaq:DFXI), a marketing company for fitness and healthy lifestyle products with a direct business model, today reported that it now offers online financing for customers buying through its Bowflex Web site.

Customers can now apply for financing, be approved within seconds and purchase Bowflex home fitness products in under a minute. The Company's online credit program is facilitated in partnership with Household Finance Bank and offers zero-down financing with payments as low as \$25 per month.

Direct Focus has offered customer credit through its other marketing channels for several years. Over 70,000 of Direct Focus' customers, or approximately 35% percent of its total customer base, have used its financing program for purchases.

The Company expects to see the number of financed purchases increase along with its growing eCommerce sales. As recently announced, Direct Focus' eCommerce sales were \$5.0 million for the first quarter of 2000, up 28% sequentially from \$3.9 million in the fourth quarter of 1999.

"We see our online credit program as an important component in continuing to expand our eCommerce sales and support our growing number of customers who use the Internet," said Brian Cook, President and CEO. "Our extensive marketing experience has shown that our financing programs successfully stimulate product sales and follow-on sales for accessories. Because our eCommerce customers tend to make rapid purchase decisions, online credit is a great fit, allowing them to obtain financing almost instantaneously."

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](http://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.