



September 27, 1999

DIRECT FOCUS, INC. NAMES C. ROWLAND HANSEN TO BOARD OF DIRECTORS

VANCOUVER, WA...September 27, 1999...Direct Focus, Inc. (Nasdaq: DFXI) has named C. Rowland Hanson to its board of directors.

Hanson, 47, is the managing member of CRH and Associates, a consulting firm based in Redmond, Washington, specializing in strategic planning for Internet-related businesses. Prior to founding CRH and Associates, Hanson served as vice president of corporate communications for Microsoft Corp. and as vice president of world-wide marketing for Nutragen Corp.

"Rowland's expertise in brand-name development, corporate communications and Internet strategies adds a significant new dimension to our board of directors," said Brian Cook, president and chief executive officer of Direct Focus. "His experience and knowledge will be extremely valuable to our company as we move forward in developing our Internet business, expanding our Nautilus brand and improving overall corporate communications."

Direct Focus currently markets three lines of products - Nautilus fitness equipment, Bowflex home fitness equipment, and Nautilus sleep systems - using a direct business model. For the 12 months ended June 30, 1999, sales were \$85.4 million.