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DIRECT FOCUS, INC. NAMES INTERNET MARKETING DIRECTOR

VANCOUVER, WA...January 31, 2000...Direct Focus, Inc. (Nasdaq: DFXI), a marketing company with a direct business model, has named James Crawford to the newly created position of Director of Internet Marketing. In his new role, Crawford will be responsible for expanding the company's internet marketing and e-commerce business.

"Jim's expertise will allow us to continue expansion of our e-business as well as to capitalize on future internet opportunities," said Brian Cook, president and chief executive officer of Direct Focus. "In the past year, our Internet sales have grown at a dramatic pace."

Crawford, who has been involved in the internet field since 1993, was previously with Creative Media Development, an agency specializing in multimedia and internet development. While with the agency, he was instrumental in developing initial e-fulfillment tests for Direct Focus.

The company recently announced that e-commerce sales surged to \$3.9 million in the fourth quarter ended December 31, 1999. Complete financial results for the year and fourth quarter will be released on February 22, 2000.

Direct Focus, Inc. currently markets three lines of products - Nautilus fitness equipment, Bowflex home fitness equipment and Nautilus sleep systems. For the first nine months of fiscal 1999, sales were \$83.1 million - up 116 percent from the same period a year ago. Net income of \$14.0 million (before a one-time charge) increased 87 percent.

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."