



May 3, 1999

## **DIRECT FOCUS, INC. ANNOUNCES PRICING RANGE AND INTENTION TO DELIST FROM THE TORONTO STOCK EXCHANGE**

VANCOUVER, WA...May 3, 1999...Direct Focus, Inc. (Toronto: DFX) announced today that it filed with the United States Securities and Exchange Commission (the "SEC") Amendment No. 2 to the Company's registration statement on Form S-1. The registration statement covers the sale of up to 1,000,000 shares of the Company's common stock. The managing underwriters of the offering are D.A. Davidson & Co., Inc. and First Security Van Kasper. In its amended filing, the Company stated an initial public offering price range of US \$19-\$21. In prior filings, the pricing information that the Company stated on the cover page of its prospectus.

The Company also announced that the TSE will halt trading in the Company's common stock upon receiving notice that trading will commence on Nasdaq. The TSE will formally delist the Company's common upon the anticipated closing of the offering. Subject to SEC acceleration of the effective stock date of the Company's registration statement, the Company currently anticipates that its common stock will commence trading on Nasdaq under the symbol DFXI following the opening of trading on May 5, 1999.