



October 17, 2000

DIRECT FOCUS, INC. ANNOUNCES RECORD THIRD QUARTER RESULTS

Year-over-year Sales Increase 66% and Earnings Increase 102%

Vancouver, WA - October 17, 2000 - Direct Focus, Inc. (Nasdaq: DFXI), a leading marketing company for fitness and healthy lifestyle products with a highly-effective direct business model, today announced its results for the quarter ended September 30, 2000.

For the third quarter of 2000, Direct Focus reported net sales of \$52.7 million, an increase of 66% from \$31.8 million in the third quarter of 1999. Net income for the third quarter of 2000 was \$11.1 million or \$0.69 per diluted share, up 102% from \$5.5 million or \$0.34 per diluted share for the same period of 1999.

eCommerce sales were \$11.5 million for the third quarter of 2000, up 74% sequentially from \$6.6 million in the previous quarter.

For the first nine months of 2000, Direct Focus reported net sales of \$139.2 million, up 68% from \$83.1 million for the same period of 1999. Net income for the first nine months of 2000 was \$28.2 million, or \$1.76 per diluted share, up 102% from \$14.0 million or \$0.90 per diluted share for the same period of 1999. The results reported for 1999 exclude an after-tax charge of \$2.6 million for a legal settlement.

"We are very pleased with our strong sales and profits for the quarter," said Brian Cook, President and Chief Executive Officer. "We continue to see sustained sales growth across our Bowflex and Nautilus product lines as we leverage our direct business model and powerful brand names. In the Nautilus division, we introduced new products in both our commercial and retail channels to increase sales opportunities and strengthen our brand equity."

"We are also pleased by the continued growth of our e-Commerce sales, which has proven to be a strong complement to our data-driven business model. We continue to strengthen our information systems infrastructure and management team in anticipation of continued growth. We plan to move into our new building in the fourth quarter in order to consolidate our operations and provide additional capacity for future growth."

An Internet broadcast of Direct Focus Inc.'s third quarter conference call (2:00 PM Pacific/5:00 PM Eastern) will be available today at www.directfocusinc.com under "Investor Relations" or by calling 888-368-4280 (conference ID # 534583). A 48-hour replay will be available by calling 800-642-1687 or at www.directfocusinc.com.

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 consumer fitness products 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 sales, net income, earnings and the development of Direct Focus' products and services, including statements regarding its Nautilus business. Factors that could affect Direct Focus' 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 Direct Focus' annual report on Form 10-K for the fiscal year ended December 31, 1999.

DIRECT FOCUS, INC. - CONSOLIDATED
Statement of Operations

	3 Mos. Ended September 30,		9 Mos. Ended September 30,	
	2000	1999	2000	1999
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NET SALES	\$52,661,035	\$31,772,893	\$139,249,552	\$83,129,639
COST OF SALES	13,597,600	8,790,565	36,847,663	23,541,777
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Gross profit	39,063,435	22,982,328	102,401,889	59,587,862
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OPERATING EXPENSES				
Selling and marketing	19,054,085	13,029,343	51,270,420	33,038,869
General and administrative	2,459,320	1,124,363	6,241,623	3,552,143
Royalties	1,288,811	730,012	3,454,124	1,991,941
Litigation settlement	-	-	-	4,000,000
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Total operation expenses	22,802,216	14,883,718	60,966,167	42,582,953
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INCOME FROM OPERATIONS	16,261,219	8,098,610	41,435,722	17,004,909
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OTHER INCOME(EXPENSE)				
Interest income	969,872	343,730	2,409,584	580,898
State business tax and other -net	83,866	(24,379)	168,897	(122,901)
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Total other income(expense)-net	1,053,738	319,351	2,578,481	457,997
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INCOME BEFORE INCOME TAXES	17,314,957	8,417,961	44,014,203	17,462,906
INCOME TAX EXPENSE	6,233,387	2,922,640	15,845,114	6,089,313
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NET INCOME	\$11,081,570	\$5,495,321	\$28,169,089	\$11,373,596
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BASIC EARNINGS PER SHARE	\$0.71	\$0.35	\$1.80	\$0.75
DILUTED EARNINGS PER SHARE	\$0.69	\$0.34	\$1.76	\$0.73
Basic shares outstanding	15,681,453	15,816,858	15,680,125	15,115,785
Diluted shares outstanding	16,082,743	16,222,231	16,013,776	15,518,637

DIRECT FOCUS, INC.-CONSOLIDATED
Balance Sheet
September 30, 2000

	September 30, 2000	December 31, 1999
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ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	\$57,589,567	\$35,703,457
Trade receivables	5,026,423	4,744,213
Inventories	14,310,893	9,167,554
Prepaid expenses and other current assets	2,007,303	1,863,951
Current deferred tax asset	2,654,254	820,789
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Total Current assets	81,588,440	52,299,964
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PROPERTY, PLANT AND EQUIPMENT	15,997,528	10,644,838
LONG-TERM DEFERRED TAX ASSET	116,431	0
OTHER ASSETS -NET	4,195,535	4,364,963
TOTAL ASSETS	\$101,897,934	\$67,309,765
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LIABILITIES AND STOCKHOLDERS' EQUITY		
CURRENT LIABILITIES		
Trade payables	\$10,325,074	\$5,871,369
Accrued liabilities	5,444,631	4,051,540
Income taxes payable	4,212,557	2,177,236
Royalty payable to stockholders	1,211,974	893,563
Customer deposits	1,458,907	1,097,748
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Total current liabilities	22,653,143	14,091,456
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LONG-TERM DEFERRED TAX LIABILITY	0	187,484
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STOCKHOLDERS' EQUITY		
Common stock-authorized 50,000,000 shares of no par value	16,647,297	18,602,420

Retained earnings	62,597,494	34,428,405
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Total stockholders' equity	79,244,791	53,030,825
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TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	\$101,897,934	\$67,309,765
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