



August 24, 2000

DIRECT FOCUS, INC. ANNOUNCES EXPANSION OF NAUTILUS CONSUMER FITNESS LINE

“Nautilus Quality for the Home”

VANCOUVER, WA—August 24, 2000—Direct Focus, Inc. (Nasdaq:DFXI), a marketing company for fitness and healthy lifestyle products with a direct business model, today announced that it has begun shipping a new line of Nautilus weight resistant fitness equipment to fitness retail stores for the consumer market.

With the new products, Direct Focus is bringing to the home user a twelve-piece line of quality strength equipment, which includes Nautilus free weight home gyms and Nautilus selectorized weight stack home gyms. The line was introduced at the 2000 Super Show® earlier this year. Retail pricing for the line ranges from \$99 to \$3,399.

The addition of new Nautilus consumer products represents another step in expanding the Company's portfolio of fitness and healthy lifestyle products. “We are pleased with the initial response and orders from our retail customers,” said Brian Cook, President and Chief Executive Officer of Direct Focus. “By bringing Nautilus quality to the home, we continue to strengthen our sales and build upon Nautilus' powerful brand equity.”

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 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.