



September 11, 2000

## **DIRECT FOCUS STRENGTHENS MANAGEMENT TEAM**

VANCOUVER, WA—September 11, 2000—Direct Focus, Inc. (Nasdaq:DFXI), a marketing company for fitness and healthy lifestyle products with a direct business model, today announced that Randal Potter has been promoted to President of the Direct Division and Thomas Connerty as been hired as Vice President of Marketing for the Direct Division.

Mr. Potter has played several key roles at Direct Focus Inc. since joining the Company in 1991. He was Creative Director as well as Marketing Manager, prior to being promoted to Vice President of Marketing in December 1995. He has been involved in the direct marketing industry since 1986.

Mr. Connerty has successfully managed major direct mail programs, telemarketing efforts, direct response television campaigns and home shopping networks over the last 15 years. He previously served as Vice President of Broadcast for the Home Shopping Network, Vice President of Global Direct Response Television for The Reader's Digest Association, and Director of Television Advertising at Time Life, Inc.

"Randy has been instrumental to the success of our direct business model and has demonstrated the necessary leadership skills to execute our growth strategy," said Brian Cook, President and Chief Executive Officer of Direct Focus. "Tom brings tremendous depth of experience in direct marketing experience in all major distribution channels."

"While I will continue to manage the overall operations of the entire Company, these moves strengthen the management team for our successful direct division, as we continue to expand the customer base and leverage our integrated approach to database-driven direct marketing and eCommerce. It will also allow me to focus more time on strategic development of the Company, including new product evaluation and development, as well as strategic acquisitions."

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](http://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.