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DIRECT FOCUS APPOINTS WAYNE HALL AS CHIEF INFORMATION OFFICER

VANCOUVER, WA...April 27, 2000...Direct Focus, Inc. (Nasdaq:DFXI), a marketing company for fitness and healthy lifestyle products with a direct business model, announces the appointment of Wayne F. Hall as its new Chief Information Officer.

Before joining Direct Focus, Mr. Hall has served as Director of Information Technology for Electric Lightwave and Egghead.com, Director of Operations for DAT Services and various senior information technology positions for the U.S. Air Force. Mr. Hall holds an MA from Webster College and a BS from Willamette University.

"We are very pleased to have Wayne join our team," said Brian Cook, President and Chief Executive Officer of Direct Focus. "The success of our direct business model relies on the strength and integration of our extensive marketing database and customer relationship management systems. As we continue to expand our business and incorporate more eCommerce into our operations, we need to continue to improve our IT systems and management team. Wayne brings great depth of experience in building enterprise information, communications and eCommerce infrastructure."

Direct Focus, Inc. is a leading marketing company for fitness and healthy lifestyle products with a sophisticated 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 strong brand names, television advertising, Web sites, an extensive business intelligence database and integrated customer relationship management systems. The Company also sells its Nautilus commercial fitness equipment directly to health clubs and other institutions, and its Nautilus fitness accessories through retail athletic stores. The Company is headquartered in Vancouver, Washington, and 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.