



February 1, 1999

DIRECT FOCUS, INC. INTENDS TO FILE FOR PUBLIC OFFERING OF COMMON STOCK IN THE U.S.

VANCOUVER, WA, February 1, 1999...Direct Focus, Inc. (Toronto: DFX), a direct marketing company, said today that it intends to file with the U.S. Securities and Exchange Commission to sell shares of its common stock in a public offering.

Direct Focus stock has been traded on the Toronto Stock Exchange since 1993. An underwriter has been selected but the company is not allowed to disclose that information under applicable SEC rules until the filing is made.

A registration statement relating to these securities has not been filed with the Securities and Exchange Commission. These securities may not be sold nor may offers to buy be accepted prior to the time the registration statement is filed and becomes effective. This announcement shall not constitute an offer to sell or the solicitation of an offer to buy nor shall there be any sale of these securities in any State in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such State.