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DIRECT FOCUS, INC. E-COMMERCE SALES CLIMB TO \$1.4 MILLION IN NOVEMBER

Online Credit Access Due in First Quarter 2000

VANCOUVER, WA...December 8, 1999...Direct Focus, Inc. (Nasdaq: DFXI), a marketing company with a direct business model, recorded \$1.4 million in monthly e-commerce sales during November 1999 - the first month in which sales through the Internet reached the \$1 million mark.

"E-commerce sales have grown significantly in 1999," said Brian Cook president and chief executive officer of Direct Focus. "In just a year, e-commerce sales have gone from zero to \$1.4 million in the month of November." For the three months ended September 30, 1999, e-commerce sales were \$2.5 million, or approximately 9.5 percent of direct sales.

"We anticipate that e-commerce sales will continue to escalate as online access to financing is introduced late in the first quarter of fiscal 2000," Cook said. Direct Focus plans to offer credit applications on its web sites, allowing customers to obtain financing for purchases through a third-party lender within seconds. The available financing will provide zero-down and low monthly payment terms.

Cook said that e-commerce is a natural extension of the company's direct marketing business which primarily utilizes television advertising to motivate customers to call or visit the websites for additional product information. The company's Bowflex home fitness equipment is offered through www.bowflex.com and its airbed products through www.nautilussleepsystems.com.

Direct Focus, Inc., a marketing company with a direct business model, currently markets three lines of products - Nautilus fitness equipment, Bowflex home fitness equipment and Nautilus sleep systems. For the first nine months of fiscal 1999, sales were \$83.1 million - up 116 percent from the same period a year ago. Net income of \$14.0 million (before a one-time charge) increased 87 percent.

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, growth management challenges and difficulties integrating the company's Nautilus operations. A more detailed description of certain factors that could affect actual results include, but are not limited to, those discussed in the company's registration statement on Form S-1 in the section entitled "Risk Factors."