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## **DIRECT FOCUS, INC. E-COMMERCE SALES HIT \$2.5 MILLION IN THIRD QUARTER**

VANCOUVER, WA...October 8, 1999...Direct Focus, Inc. (Nasdaq: DFXI), a marketing company with a direct business model, reports a dramatic growth in sales through the Internet, with e-commerce reaching \$2.5 million in sales for the third quarter ended September 30, 1999. Sales through this channel increased 168 percent from the second quarter.

"Our success in generating significant e-commerce sales since establishing e-commerce on our web sites less than a year ago is an extension of the company's solid direct sales expertise," said Brian Cook, president and chief executive officer.

"In the past three months, we've seen explosive growth in Internet sales compared to the second quarter ended June 30, 1999 when e-commerce accounted for \$932,000, or approximately 4 percent of the total \$25.2 million in sales," he said. The company plans to release complete financial results for the third quarter on October 25.

Direct Focus, which primarily uses television advertising to motivate customers to call for more product information, began promoting web sites for its Bowflex home fitness equipment and Nautilus sleep systems in late 1998.

"Customers are accessing the web site for ordering as a result of either seeing an initial advertisement or in response to product information requested from the company," Cook pointed out. "This growing use of e-commerce is a major step for Direct Focus in utilizing the efficiency of the Internet in company-to-consumer sales. It's a logical extension that moves us into the Internet sales mainstream."

The company's Bowflex home fitness equipment is offered through [www.bowflex.com](http://www.bowflex.com) and its airbed products through [www.nautilussleepsystems.com](http://www.nautilussleepsystems.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, growth management challenges and difficulties integrating the company's Nautilus operations. A more detailed description of a certain factors that could affect actual results include, but are not limited to, those discussed in the company's registration statement of Form S-1 in the section entitled "Risk Factors."