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DIRECT FOCUS REPORTS RECORD eCOMMERCE SALES FOR FIRST QUARTER

VANCOUVER, WA...April 5, 2000...Direct Focus, Inc. (Nasdaq:DFXI), a marketing company for fitness and healthy lifestyle products with a direct business model, today reported record eCommerce sales of \$5.0 million for the first quarter of 2000, up 28% sequentially from \$3.9 million in the fourth quarter of 1999.

"We are extremely pleased with the continued growth in our eCommerce sales," said Brian Cook, President and CEO. "Internet marketing and sales is a natural extension of our successful direct business model which also leverages strong brand names, television advertising, an extensive business intelligence database and integrated customer relationship management systems. Our Web sites now play a significant role in our systematic and effective approach to reaching a targeted demographic of consumers."

"In an effort to continue to increase eCommerce sales, we plan to introduce online access to financing through a third party lender in the coming weeks. Online credit will enable customers to obtain financing for purchases almost instantaneously. We have also continued to upgrade our back-office IT infrastructure and eCommerce management team."

Direct Focus expects to report its first quarter results in more detail on April 18, 2000.

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 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. Direct Focus is 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, 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."