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THE RED CHIP REVIEW PICKS DIRECT FOCUS, INC. FOR 2000 LIST OF TOP STOCKS

VANCOUVER, WA...January 18, 2000...Direct Focus, Inc. (Nasdaq: DFXI), a marketing company with a direct business model, is one of 24 stocks chosen by analysts at The Red Chip Review, based in Portland, Oregon, as a top small cap stock pick for 2000.

The Red Chip Review, the research division of RedChip.com, is a leading independent research firm focused exclusively on small-cap stocks with market capitalizations under \$1.5 billion.

"We're pleased that our solid and consistent sales and earnings growth and our strong franchise in the fast-growing segment of direct sales to consumers, including

e-commerce, earned the company a place on this list," said Brian Cook, president and chief executive of Direct Focus.

For the first nine months of fiscal 1999, sales for Direct Focus 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. The company anticipates releasing complete financial results for the year and fourth quarter on February 21, 2000.

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."