



June 24, 1999

DIRECT FOCUS, INC. INITIATES INVESTOR INFORMATION ON WEBSITE

VANCOUVER, WA...June 24, 1999...Investor-related information is now available on Direct Focus, Inc.'s (Nasdaq: DFXI) newly posted website. The website -www.directfocusinc.com - includes financial and product information, stock price and trading activity and reference to filings with the Securities and Exchange Commission for the company which completed a public offering of common stock on May 5, 1999. Interested investors can also use the site to request printed materials.

The company also said that it is contacting services that provide financial information for retrieval on the Internet regarding a lack of price/earnings information for Direct Focus. "Although we listed on Nasdaq in May 1999, Direct Focus has been a public company since 1993 and previously traded on the Toronto Stock Exchange," said Rod Rice, chief financial officer of Direct Focus. "Our net income was \$12.5 million, or \$1.28, per diluted share in 1998 and \$4.5 million, or \$0.45, per diluted share for the first quarter ended March 31, 1999."