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DIRECT FOCUS, INC.'S NAUTILUS SUBSIDIARY RECEIVES \$2 MILLION ORDER FOR NEW CONSUMER PRODUCTS

VANCOUVER, WA...August 5, 1999...Direct Focus, Inc. (Nasdaq: DFXI) said today that its Nautilus subsidiary is entering the consumer home fitness equipment market and has received an initial order exceeding \$2 million from a major retailer for its first two new products.

The order, which will ship in the third and fourth quarters of 1999, is Nautilus' first large sale of newly added consumer strength equipment. Under terms of the sale, Direct Focus said that it cannot name the retailer, which has locations throughout the United States.

"We are currently developing a complete line of Nautilus strength training equipment for home use and these products - weight benches and strength stations - are the first in that line," said Brian Cook, president and chief executive officer of Direct Focus. "We expect that additional products in this line will be introduced at the Super Show, a large industry trade show, in February 2000." Nautilus home fitness equipment is anticipated to be targeted to upper-end sporting goods and specialty fitness retailers.

Cook said that the company is encouraged by the positive response to introduction of the first two products. "We firmly believe that the Nautilus brand name has a high degree of consumer acceptance which offers the company significant opportunities to market a wide variety of health and fitness-related products," he noted.

In addition the moving into the consumer segment, Direct Focus is committed to revitalizing sales of Nautilus equipment in the commercial fitness industry which has historically been its main market.

Direct Focus currently markets three lines of products - Bowflex home fitness equipment, Nautilus fitness equipment and Nautilus sleep systems - directly to customers via advertising on television, printed media and the Internet.

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 registration statement on Form S-1 in the section entitled "Risk Factors."