



July 18, 2000

DIRECT FOCUS, INC. ANNOUNCES RECORD SECOND QUARTER RESULTS

Year-over-year Sales Increase 73% and Earnings Increase 105%

VANCOUVER, WA...July 18, 2000...Direct Focus, Inc. (Nasdaq: DFXI), a leading marketing company for fitness and healthy lifestyle products with a highly-effective direct business model, today announced its results for the quarter ended June 30, 2000.

For the second quarter of 2000, Direct Focus reported net sales of \$43.7 million, an increase of 73% from \$25.2 million in the second quarter of 1999. Net income for the second quarter of 2000 was \$8.2 million or \$0.77 per diluted share, up 105% from \$4.0 million or \$0.38 per diluted share for the same period of 1999, excluding an after-tax charge of \$2.6 million for a legal settlement in 1999.

For the first six months of 2000, Direct Focus reported net sales of \$86.6 million, up 68% from \$51.4 million for the same period of 1999. Net income for the first six months of 2000 was \$17.1 million, or \$1.60 per diluted share, up 101% from \$8.5 million or \$0.84 per diluted share for the same period of 1999, excluding the legal settlement charge in 1999.

eCommerce sales were \$6.6 million for the second quarter of 2000, up 32% sequentially from \$5.0 million in the previous quarter. Direct Focus is continuing to strengthen its infrastructure, management team and advertising related to its eCommerce sales effort, in anticipation of continued eCommerce sales growth.

Direct Focus also reported increased sales and profitability for its Nautilus business. While this business represented only 12% of total sales for the quarter, Direct Focus continues to strengthen its Nautilus commercial and retail sales effort in order to build upon Nautilus' powerful brand equity.

"We are very pleased with our strong sales and profits for the quarter," said Brian Cook, President and Chief Executive Officer. "While the second quarter is historically our slowest period, our eCommerce business has become an increasingly important part of our integrated direct business model and has provided an added boost to our sales growth."

"We continue to see sustained sales growth across our Bowflex and Nautilus product lines, driven by the strong economy and the growing interest in health and fitness. We are also very pleased with the growing sales of our Nautilus Sleep System, the newest product sold through our direct business channel. In coming periods, we intend to continue to leverage our direct business model and our powerful brand names."

An Internet broadcast of Direct Focus Inc.'s second quarter conference call (2:00 PM Pacific/5:00 PM Eastern) will be available today at www.directfocusinc.com under "Investor Relations."

About Direct Focus, Inc.

Direct Focus, Inc. is a leading marketing company for fitness and healthy lifestyle products with a sophisticated direct business model. Direct Focus 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. Direct Focus also sells its Nautilus commercial fitness equipment directly to health clubs and other institutions, and its Nautilus fitness accessories through retail sporting goods stores. Direct Focus is headquartered in Vancouver, Washington, and located on the Web at www.directfocusinc.com.

This press release contains forward-looking statements relating to anticipated sales, net income, earnings and the development of Direct Focus' products and services, including statements regarding its Nautilus business. Factors that could affect Direct Focus' actual results include its reliance on a limited product line, market acceptance of its existing and future products and growth management challenges. A more detailed description of certain factors that could affect actual results include, but are not limited to, those discussed in Direct Focus' annual report on Form 10-K for the fiscal year ended December 31, 1999.

DIRECT FOCUS, INC. - CONSOLIDATED
Statement of Operations

	3 Mos. Ended June 30,		6 Mos. Ended June 30,	
	2000	1999	2000	1999
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NET SALES	\$43,681,651	\$25,244,216	\$86,588,517	\$51,356,746
COST OF SALES	12,491,283	7,362,016	23,250,062	14,751,212
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Gross profit	31,190,368	17,882,200	63,338,455	36,605,534
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OPERATING EXPENSES				
Selling and marketing	16,401,562	9,920,772	32,216,335	20,009,526
General and administrative	1,823,892	1,326,408	3,782,303	2,427,780
Royalties	1,151,326	636,008	2,165,313	1,261,929
Litigation settlement	-	4,000,000	-	4,000,000
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Total operation expenses	19,376,780	15,883,188	38,163,951	27,699,235
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INCOME FROM OPERATIONS	11,813,588	1,999,012	25,174,504	8,906,299
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OTHER INCOME(EXPENSE)				
Interest income	824,195	175,245	1,439,712	237,168
State business tax and other -net	124,179	(20,408)	85,031	(98,522)
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Total other income(expense)-net	948,374	154,837	1,524,743	138,646
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INCOME BEFORE INCOME TAXES	12,761,962	2,153,849	26,699,247	9,044,945
INCOME TAX EXPENSE	4,595,161	754,790	9,611,728	3,166,673
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NET INCOME	\$8,166,801	\$1,399,059	\$17,087,519	\$5,878,272
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BASIC EARNINGS PER SHARE	\$0.78	\$0.14	\$1.63	\$0.60
DILUTED EARNINGS PER SHARE	\$0.77	\$0.13	\$1.60	\$0.58

Basic shares outstanding	10,415,036	10,156,914	10,453,018	9,838,350
Diluted shares outstanding	10,661,185	10,454,819	10,684,914	10,130,464

DIRECT FOCUS, INC.-CONSOLIDATED

Balance Sheet

June 30, 2000

	June 30, 2000	December 31, 1999
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ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	\$48,443,384	\$35,703,457
Trade receivables	2,879,898	4,744,213
Inventories	13,549,470	9,167,554
Prepaid expenses and other current assets	2,153,113	1,863,951
Current deferred tax asset	1,099,204	820,789
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Total Current assets	68,125,069	52,299,964
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PROPERTY, PLANT AND EQUIPMENT	11,721,811	10,644,838
LONG-TERM DEFERRED TAX ASSET	295,000	-
OTHER ASSETS	4,346,182	4,364,963
TOTAL ASSETS	\$84,488,062	\$67,309,765
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LIABILITIES AND STOCKHOLDERS' EQUITY		
CURRENT LIABILITIES		
Trade payables	\$8,470,575	\$5,871,369
Accrued liabilities	4,469,227	4,051,540
Income taxes payable	1,814,613	2,177,236
Royalty payable to stockholders	1,025,000	893,563
Customer deposits	1,012,484	1,097,748
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Total current liabilities	16,791,899	14,091,456
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LONG-TERM DEFERRED TAX LIABILITY	-	187,484

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STOCKHOLDERS' EQUITY		
Common stock-authorized 50,000,000 shares of no par value	16,180,239	18,602,420
Retained earnings	51,515,924	34,428,405
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Total stockholders' equity	67,696,163	53,030,825
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TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	\$84,488,062	\$67,309,765
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