



January 4, 1999

## **DIRECT FOCUS, INC. SALES JUMP 188 PERCENT IN 1998 TO \$57.3 MILLION ON 158 PERCENT STRONGER FOURTH QUARTER SALES**

VANCOUVER, WASHINGTON-January 4, 1999...Direct Focus, Inc. (Toronto: DFX), a direct marketing company, today reported that its sales for the year ended December 31, 1998 are a record of \$57.3 million, up 188 percent from \$19.9 million in 1997. The fourth quarter contributed \$18.8 million to annual sales, 158 percent higher than \$7.3 million in the year ago, same period.

"Sales showed strong increases in every quarter of 1998," said Brian Cook, president and chief executive officer of Direct Focus. "Gains in the 1998 record-breaking fourth quarter outpaced the third quarter by more than 20 percent."

Cook noted that virtually all the sales were attributable to the company's line of Bowflex home fitness equipment. "Sales built throughout the year as our direct marketing efforts--combined with a growing level of acceptance of purchasing through direct marketing channels--yielded increased consumer response." A second major product -- Instant Comfort sleep systems--is in the test marketing phase.

The company plans to report full results for the year and fourth quarter on February 22, 1999.

Direct Focus, Inc. markets directly to customers via advertising on national cable television networks, printed media and the World Wide Web.