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DIRECT FOCUS, INC. E-COMMERCE SALES SURGE TO \$3.9 MILLION IN FOURTH QUARTER

E-commerce Sales 56 Percent Higher than Preceding Quarter

VANCOUVER, WA...January 11, 2000...Direct Focus, Inc. (Nasdaq: DFXI), a marketing company with a direct business model, hit a new record in e-commerce sales in the fourth quarter ended December 31, 1999 as sales via the Internet surged to \$3.9 million.

"Growth in e-commerce sales during fiscal 1999 has been consistently strong," said Brian Cook, president and chief executive officer. "E-commerce sales through our websites in the fourth quarter expanded 56 percent from \$2.5 million generated by this channel in the third quarter ended September 30, 1999."

For the first time, monthly e-commerce sales exceeded \$1 million during the fourth quarter, reaching \$1.4 million in November 1999. The company said it anticipates releasing complete financial results for the year and fourth quarter on February 21.

"While still a small portion of the company's overall revenue, e-commerce is a very important part of the company's direct business model," Cook said. "We are definitely seeing a growing consumer interest in accessing our websites for more product information as a result of our television advertising and we are committed to utilizing its full potential." He noted that e-commerce sales tend to cost the company less, generating higher margins.

In an effort to further escalate e-commerce sales, Direct Focus plans to introduce online access to financing through a third party lender late in the first quarter of fiscal 2000. When available, credit online will allow customers to obtain financing for purchases with zero-down and low monthly payment terms within seconds. The company's Bowflex home fitness equipment is offered through www.bowflex.com and its airbed products through www.nautilussleepsystems.com.

Direct Focus, Inc., a marketing company with a direct business model, currently markets three lines of products - Nautilus fitness equipment, Bowflex home fitness equipment and Nautilus sleep systems. For the first nine months of fiscal 1999, sales 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.

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."