



April 18, 2000

DIRECT FOCUS, INC. ANNOUNCES RECORD FIRST QUARTER RESULTS

VANCOUVER, WA ... April 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 March 31, 2000.

For the first quarter of 2000, Direct Focus reported net revenue of \$42.9 million, an increase of 64% from \$26.1 million in the first quarter of 1999. Net income for the first quarter of 2000 was \$8.9 million or \$0.83 per diluted share, up 98% from \$4.5 million or \$0.45 per diluted share for the same period of 1999.

eCommerce sales were \$5.0 million for the first quarter of 2000, up 28% sequentially from \$3.9 million in the previous quarter. The Company recently introduced an online consumer financing program and expects to continue to strengthen its back-office infrastructure, management team and advertising related to expanding its eCommerce sales effort.

While first quarter sales from the Company's Nautilus division increased 10% from the same period of 1999, the Nautilus business experiences seasonal weakness in the first half of the year. The Company expects this division to return to profitability in the second half of 2000 and continues to invest significantly in the Nautilus sales and marketing effort in order to build upon Nautilus' powerful brand equity.

"We are very pleased with our record sales and profits for the quarter," said Brian Cook, President and Chief Executive Officer. "During the first quarter, we continued to see sustained growth for Bowflex and Nautilus products, driven by the strong economy and the growing interest in health and fitness by the aging and affluent Baby Boom generation. We are also pleased with the continued growth in our eCommerce sales and for our new Nautilus Sleep System."

"Going forward, we plan to further expand on the success of our Bowflex products and continue to strengthen our IT infrastructure in order to expand our eCommerce platform. Most importantly, we intend to more fully leverage the powerful Nautilus brand, one of the great names in health and fitness, methodically rolling out new Nautilus-branded products. We are very excited about the opportunities before us."

A replay Internet broadcast of Direct Focus Inc.'s first quarter conference call (3:00 PM Pacific/6:00 PM Eastern) will be available today at www.directfocusinc.com under "Investor Relations."

Direct Focus, Inc. is a leading marketing company for fitness and healthy lifestyle products with a sophisticated direct business model. The Company 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. The Company also sells its Nautilus commercial fitness equipment directly to health clubs and other institutions, and its Nautilus fitness accessories through retail athletic stores. The Company is headquartered in Vancouver, Washington, and located on the Web at www.directfocusinc.com. 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 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 the Company's annual report on Form 10-K for the fiscal year ended December 31, 1999.

Direct Focus, Inc. Statement of Operations

Three months ended March 31,

	2000	1999
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NET SALES	42,906,865	26,112,530
COST OF SALES	10,758,296	7,389,196

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Gross profit	32,148,569	18,723,334
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EXPENSES:		
Selling and Marketing	15,816,575	10,088,754
General and administrative	1,959,368	1,101,372
Royalty expense	1,013,987	625,921
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Total operating expenses	18,789,930	11,816,047
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INCOME FROM OPERATIONS	13,358,639	6,907,287
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OTHER INCOME (EXPENSE):		
Interest income	615,517	61,923
State business tax and other-net	(39,147)	(78,114)
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Total other income (expense)-net	576,370	(16,191)
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INCOME BEFORE INCOME TAXES	13,935,009	6,891,096
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INCOME TAX EXPENSE	5,016,567	2,411,883
NET INCOME	8,918,442	4,479,213
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BASIC EARNINGS PER SHARE	0.85	0.47
DILUTED EARNINGS PER SHARE	0.83	0.45
Basic shares outstanding	10,491,001	9,517,579
Diluted shares outstanding	10,738,102	9,902,037

DIRECT FOCUS, INC.
Balance Sheets

March 31, December 31,
2000 1999

ASSETS

CURRENT ASSETS

Cash	46,127,947	35,703,457
Trade receivables	2,921,649	4,744,213
Inventories	10,469,642	9,167,554
Prepaid expenses and other assests	2,057,854	1,863,951
Deferred income taxes	87,051	820,789
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Total current assets	61,664,143	52,299,964
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PROPERTY, PLANT, AND EQUIPMENT	10,994,511	10,644,838
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LONG-TERM DEFERRED TAX ASSET	670,213	-
OTHER ASSETS	4,309,916	4,364,963
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TOTAL ASSETS	77,638,783	67,309,765
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LIABILITIES AND STOCKHOLDERS EQUITY		
CURRENT LIABILITIES		
Trade Payables	6,919,347	5,871,369
Income Taxes Payable	5,327,755	2,177,236
Accrued Liabilities	3,948,282	4,051,541
Royalty payable to stockholders	1,002,574	893,563
Customer deposits	1,231,435	1,097,748
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Total current liabilities	18,429,393	14,091,457
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LONG-TERM DEFERRED INCOME TAXES	-	187,484
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STOCKHOLDERS' EQUITY		
Common stock	15,862,543	18,602,420
Retained earnings	43,346,847	34,428,405
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Total stockholders' equity	59,209,390	53,030,825
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TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	77,638,783	67,309,766

