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THE RED CHIP REVIEW ADDS DIRECT FOCUS, INC. TO COVERAGE LIST

VANCOUVER, WA...November 19, 1999...The Red Chip Review has added Direct Focus, Inc. (Nasdaq: DFXI), a marketing company with a direct business model, to its coverage of small-and micro-cap stocks.

The Red Chip Review joins D.A. Davidson & Co., First Security Van Kasper, John G. Kinnard & Company, and SunTrust Equitable Securities in providing analyst following of the company.

The Red Chip Review is the nation's leading source of information on small- and micro-cap stocks, providing in-depth research and analysis through a variety of formats including a popular bi-weekly publication and several online services. Analyst Jeff Martin initiated coverage of Direct Focus with a "B" rating which is based on a company's strength in its balance sheet, management and potential stock appreciation.

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.