July 24, 2001

DIRECT FOCUS ANNOUNCES THREE-FOR-TWO STOCK SPLIT

Vancouver, WA – July 24, 2001 - Direct Focus, Inc. (Nasdaq: DFXI), a marketing company for fitness and healthy lifestyle products with a direct business model, today announced its Board of Directors has approved a three-for-two stock split in the form of a share dividend, payable to the Company’s stockholders of record as of August 2, 2001. Shareholders will receive one additional share of Direct Focus common stock for every two shares held on the record date. Distribution of additional shares issued as a result of the stock split is expected to occur on or about August 13, 2001. The total number of shares outstanding after the split will be approximately 36 million. Direct Focus will pay cash in lieu of fractional shares.

About Direct Focus, Inc.

Direct Focus, Inc. is a marketing company for fitness and healthy lifestyle products with a 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 television advertising, 800-call centers and Web sites. The Company also sells its Nautilus commercial fitness equipment directly to health clubs and other institutions, and its Nautilus consumer fitness products through retail athletic stores. The Company is headquartered in Vancouver, Washington. Direct Focus is 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, 2000.