



April 17, 2001

DIRECT FOCUS ANNOUNCES RECORD FIRST QUARTER RESULTS

Quarterly Sales Up 58% and Earnings Up 65% from Previous Year

Vancouver, WA?April 17, 2001--Direct Focus, Inc. (Nasdaq: DFXI), a marketing company for fitness and healthy lifestyle products with a direct business model, today announced its results for the quarter ended March 31, 2001.

For the first quarter of 2001, Direct Focus reported net sales of \$74.9 million, an increase of 58% from \$47.3 million for the first quarter of 2000. Net income for the first quarter of 2001 was \$14.7 million or \$0.61 per diluted share, up 65% from \$8.9 million or \$0.37 per diluted share for the same period of 2000.

The Company also reported continued growth in its eCommerce revenue. eCommerce sales for the first quarter were \$14.9 million, up 198% from \$5.0 million for the same period of 2000. As of March 31, 2001, the Company had cash and short-term investments of \$91.8 million, up \$14.7 million from December 31, 2000.

"We are very pleased with our record sales and profits for the quarter and our strong positive cash flows," said Brian Cook, President and Chief Executive Officer. "We continue to see sustained sales growth with our Bowflex and Nautilus product lines as we leverage our direct business model and powerful brand names. We believe that our products are addressing the fitness and healthy lifestyles needs of our customers, and we are very excited about our growth opportunities this year and beyond."

?In our direct business segment, sales of our Bowflex products and our Nautilus Sleep System continue to meet our growth targets. We are also very pleased with the continued expansion of our eCommerce channel, which has proven to be a strong complement to our data-driven business model. In our commercial and retail segment, we have continued to introduce new products to strengthen Nautilus brand equity, and we are well positioned for strong growth in the second half of the year, which is historically the best season for these products.?

A listen-only broadcast of Direct Focus' first quarter conference call (2:00 PM Pacific/5:00 PM Eastern) will be available today on the Internet at www.directfocusinc.com under ?Investor Relations? or by calling 800-530-8983 (Reservation No. 18469587). A 48-hour phone replay will be available by calling 800-633-8284 or +1 858-812-6440 (Reservation No. 18469587). A replay will also be available through April 30, 2001 on the Internet at www.directfocusinc.com under ?Investor Relations.?

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 sales and the development of Direct Focus' products and services, including statements regarding its Nautilus business. Factors that could affect Direct Focus' actual results include its reliance on a limited product line, fluctuations in advertising rates, market acceptance of its existing and future products, growth management challenges, and general economic conditions. A more detailed description of certain factors that could affect actual results include, but are not limited to, those discussed in Direct Focus' annual report on Form 10-K for the fiscal year ended December 31, 2000.

DIRECT FOCUS, INC. - CONSOLIDATED Statement of Operations

3 Mos. Ended March 31,

2001	2000
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NET SALES	\$74,854,724	\$47,332,880
COST OF SALES	25,303,989	15,184,311
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Gross profit	49,550,735	32,148,569
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EXPENSES		
Selling and marketing	23,151,635	15,816,575
General and administrative	3,202,643	1,959,368
Royalties	1,662,904	1,013,987
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Total operation expenses	28,017,182	18,789,930
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INCOME FROM OPERATIONS	21,533,553	13,358,639
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OTHER INCOME(EXPENSE)		
Interest income	1,394,745	615,517
other -net	101,400	(39,147)
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Total other income(expense)-net	1,496,145	576,370
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INCOME BEFORE INCOME TAXES	23,029,698	13,935,009
INCOME TAX EXPENSE	8,290,541	5,016,567
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NET INCOME	\$14,739,157	\$8,918,442
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BASIC EARNINGS PER SHARE	\$0.62	\$0.38
DILUTED EARNINGS PER SHARE	\$0.61	\$0.37
Basic shares outstanding	23,661,615	23,604,752
Diluted shares outstanding	24,154,764	24,160,730

DIRECT FOCUS, INC.-CONSOLIDATED
Balance Sheet

March 31, December 31,
2001 2000

ASSETS

CURRENT ASSETS

Cash	\$91,835,558	\$77,181,064
Trade receivables	4,638,974	4,941,286
Inventories	17,558,829	12,653,117
Prepaid expenses and other current assets	357,776	591,453
Current deferred tax asset	1,055,425	950,363
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Total Current assets	115,446,562	96,317,283
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PROPERTY, PLANT AND EQUIPMENT	17,006,514	16,668,884
OTHER ASSETS	4,094,410	4,140,277
TOTAL ASSETS	\$136,547,486	\$117,126,444
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LIABILITIES AND STOCKHOLDERS' EQUITY

CURRENT LIABILITIES

Trade payables	\$17,854,712	\$12,335,776
Accrued liabilities	5,872,230	5,344,225
Income taxes payable	8,723,189	2,542,967
Royalty payable to stockholders	1,586,168	1,481,886
Customer deposits	2,251,994	2,092,611
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Total current liabilities	36,288,293	23,797,465
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LONG-TERM DEFERRED TAX LIABILITY	489,776	462,004
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STOCKHOLDERS' EQUITY

Common stock	8,975,761	16,812,476
Retained earnings	90,793,656	76,054,499
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Total stockholders' equity	99,769,417	92,866,975
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TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	\$136,547,486	\$117,126,444
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