



June 4, 2001

DIRECT FOCUS NAMES KEVIN LAMAR AS PRESIDENT

Addition of Former Schwinn Fitness Executive Strengthens Management Team

VANCOUVER, WA— June 4, 2001—Direct Focus, Inc. (Nasdaq:DFXI), a marketing company for fitness and healthy lifestyle products with a direct business model, announced the appointment of Kevin Lamar as its new President. Mr. Lamar will report to Brian Cook, who will continue to serve as the Company's Chief Executive Officer and Chairman of the Board.

From 1989 to 2000, Mr. Lamar served in a variety of senior management roles for Schwinn GT, a global leader in bikes and fitness equipment with annual sales in excess of \$350 million. He was instrumental in growing the company's fitness business from \$20 million in annual sales to over \$100 million in annual sales, and he became President of Schwinn GT in 1999. From 1987 to 1989, he was Director of Marketing for Bowflex, Inc. (which later became Direct Focus, Inc.). From 1985 to 1987, he played professional football for the Buffalo Bills and San Francisco 49ers in the National Football League. Mr. Lamar received a BA in economics from Stanford University in 1985.

"We are delighted to have Kevin back on our team," said Brian Cook, Chief Executive Officer of Direct Focus. "During his highly successful tenure at Schwinn, Kevin helped position that company as a global leader in fitness equipment. He has a proven track record in executing product development and worldwide distribution for approximately 20 major product rollouts. In particular, we believe Kevin's industry experience will provide us with strong leadership in expanding our retail and commercial fitness business, building on our powerful Nautilus brand."

"I am very excited about joining the Direct Focus team," said Mr. Lamar. "From my previous experience, I am quite familiar with the Bowflex and Nautilus product lines, their strong position in the fitness and healthy lifestyle marketplace, and the winning Direct Focus formula. I believe there is tremendous opportunity for growth here and I'm pleased to be a part of it."

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.