



January 10, 2002

Direct Focus Announces fourth quarter reporting date

Vancouver, WA- January 10, 2002-Direct Focus, Inc. (Nasdaq: DFXI), a leading marketing company for fitness and healthy lifestyle products, announced today that it plans to report its fourth quarter and full-year 2001 results after market close on January 22, 2002.

Direct Focus will also host a conference call to discuss its financial results at 2:00 PM Pacific (5:00 PM Eastern) on January 22, 2002. A listen-only broadcast of the conference call will be available on the Company's website (www.directfocusinc.com) under "Investor Relations" or by calling 800-633-8580 (Reservation No. 20214285). A 48-hour replay will be available by calling 800-633-8284 (Reservation No. 20214285). A replay will also be available through February 4, 2002 under "Investor Relations" on the Company's website.

About Direct Focus, Inc.

Direct Focus is a leading marketing company for fitness and healthy lifestyle products with direct, retail, and commercial sales channels worldwide. 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 websites. The Company sells its Nautilus and Schwinn consumer fitness products through retail athletic stores and its Nautilus and Schwinn commercial fitness equipment directly to health clubs and other institutions. The Company is headquartered in Vancouver, Washington. Direct Focus is located on the Web at www.directfocusinc.com.