



December 4, 2001

## **DIRECT FOCUS TO OPEN NASDAQ STOCK MARKET ON DECEMBER 10**

Vancouver, WA – December 4, 2001-Direct Focus, Inc. (Nasdaq: DFXI), a leading marketing company for fitness and healthy lifestyle products, announced today that it will open The Nasdaq Stock Market for trading on December 10, 2001 at 9:30 AM Eastern/6:30 AM Pacific.

"We are pleased to be invited to participate in the Nasdaq opening ceremony," said Brian Cook, chief executive officer. "Since our listing on the Nasdaq National Market System in May of 1999, our company has continued to grow rapidly, and we have performed well over the past year in spite of the challenging business environment."

"We sell our Bowflex, Nautilus, and Schwinn branded products through a combination of direct to consumer, traditional retail, and commercial sales channels. We believe that our branded products and multiple sales channels will continue to be a winning formula for building on our position as the leading company in the fitness and healthy lifestyle markets."

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 Web sites. 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](http://www.directfocusinc.com).

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This press release contains forward-looking statements relating to anticipated sales, revenue growth, and the development of Direct Focus' products and services, including statements regarding its Nautilus and Schwinn businesses. 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 including the growth resulting from the acquisition of the assets of Schwinn Fitness in September 2001, its limited experience in marketing Nautilus Sleep Systems, a decline in consumer spending due to unfavorable economic conditions, government regulatory action, its ability to effectively identify and negotiate any future strategic acquisitions, its ability to integrate the Schwinn Fitness business and any other acquired businesses into its operations, unpredictable events and circumstances relating to international operations including its use of foreign manufacturers, 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.