



June 28, 2000

DIRECT FOCUS ANNOUNCES THREE-FOR-TWO STOCK SPLIT

VANCOUVER, Wash.--June 28, 2000-- 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 July 31, 2000. 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 14, 2000. The total number of shares outstanding after the split will be approximately 16 million. Direct Focus will pay cash in lieu of fractional shares.

About Direct Focus, Inc.

Direct Focus, Inc. is a leading marketing company for fitness and healthy lifestyle products with a sophisticated 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 strong brand names, television advertising, Web sites, an extensive business intelligence database and integrated customer relationship management systems. The Company also sells its Nautilus commercial fitness equipment directly to health clubs and other institutions, and its Nautilus fitness accessories through retail athletic stores. The Company is headquartered in Vancouver, Washington, and 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, 1999.