



June 6, 2001

## **BUSINESSWEEK NAMES DIRECT FOCUS AS #2 GROWTH COMPANY**

Vancouver, WA – June 6, 2001 - Direct Focus, Inc. (Nasdaq: DFXI), a marketing company for fitness and healthy lifestyle products with a direct business model, today announced that it was ranked #2 on BusinessWeek's listing of "Hot Growth Companies."

To win a position on BusinessWeek's list, a company must have excelled in three categories over the last three years: sales growth, earnings growth and return on invested capital. Direct Focus' three-year averages in the years 1998 through 2000 were 123% growth in sales, 147% growth in earnings and 51% return on invested capital.

In last year's listing of BusinessWeek's "Hot Growth Companies," Direct Focus ranked #1. This year, Direct Focus was the only company to be listed among the top five growth companies for the second consecutive year.

"We are very pleased to again win recognition from BusinessWeek. Our rankings this year and last year show that we continue to maintain consistent growth," said Brian Cook, Chief Executive Officer. "Our sophisticated direct marketing model, combined with our powerful Nautilus and Bowflex brands and growing eCommerce sales, has resulted in record sales and profits. In coming years, we intend to continue to leverage our direct business model, expand our Nautilus commercial and retail business, and roll out new fitness and healthy lifestyle products. We are excited about the opportunities ahead."

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](http://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.