



January 16, 2001

DIRECT FOCUS ANNOUNCES FOURTH QUARTER REPORTING DATE AND COMPLETION OF STOCK SPLIT

Vancouver, WA- January 16, 2001-Direct Focus, Inc. (Nasdaq: DFXI), a marketing company for fitness and healthy lifestyle products with a direct business model, announced today that it plans to report its fourth quarter and year-end 2000 results after market close on January 23, 2001.

An Internet broadcast of Direct Focus' fourth quarter conference call (2:00 PM Pacific/5:00 PM Eastern) will be available at www.directfocusinc.com under "Investor Relations" or by calling 800-886-8681 (conference ID # 17574093). A 48-hour replay will be available by calling 800-633-8284 or at www.directfocusinc.com. The Company also announced the completion of a three-for-two stock split in the form of a share dividend, payable to the Company's stockholders of record as of January 2, 2001. Shareholders received one additional share of Direct Focus common stock for every two shares held on the record date. The total number of shares outstanding after the split is approximately 24 million. Direct Focus paid cash in lieu of fractional shares.

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, 1999.