



August 14, 2001

## **DIRECT FOCUS COMPLETES THREE-FOR-TWO STOCK SPLIT**

Vancouver, WA – August 14, 2001 - Direct Focus, Inc. (Nasdaq: DFXI), a marketing company for fitness and healthy lifestyle products with a direct business model, today 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 August 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 35 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](http://www.directfocusinc.com).

This press release may contain forward-looking statements, which are subject to risks and uncertainties. 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.