

DIRECT FOCUS INC
Form SC 13G
March 19, 2002

Direct Focus Inc.
Common Shares
254931108
February 28, 2002

CUSIP 254931108

1. Sprott Asset Management Inc.
Suite 3450, South Tower, Royal Bank Plaza, Toronto, Ontario M5J 2J2
Canada

2. n/a

3.

4. Ontario, Canada

5. 1,763,069 (5.05%)

6. 40,163 (0.11%)

7. 1,763,069 (5.05%)

8. 40,163 (0.11%)

9. 671,923 (1.92%)

10. n/a

11. 1.92%

12. BD

Item 1

- (a) Direct Focus, Inc.
- (b) 2200 NE 65th Ave.
Vancouver, Washington 98661
USA

Item 2

- (a) Sprott Asset Management Inc.
- (b) Suite 3450, South Tower
Royal Bank Plaza
P.O. Box 63
Toronto, Ontario M5J 2J2
Canada
- (c) Canadian
- (d) Common Shares
- (e) 254931108

Item 3

n/a

Item 4

- (a) 671,923
- (b) 1.92%
- (c) (i) 1,763,069 (5.05%)
(ii) 40,163 (0.11%)

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(iii) 1,763,069 (5.05%)
(iv) 40,163 (0.11%)

Item 5
n/a

Item 6
n/a

Item 7
n/a

Item 8
n/a

Item 9
n/a

Item 10
March 19, 2002
Neal Nenadovic
Chief Financial Officer