USANA EARNS TOP HONOR FROM CONSUMERLAB.COM's 2013 SURVEY

USANA No. 1 Rated Brand in Direct Sales Based on Customer Satisfaction

SALT LAKE CITY — Feb. 11, 2013 — USANA Health Sciences Inc. (NYSE: USNA) has been named the No. 1 Rated Brand in Direct Sales Based on Customer Satisfaction for 2013. The global nutrition company nabbed the No. 1 spot in ConsumerLab.com's yearly survey.

ConsumerLab.com has conducted this survey annually since 2007. The rating is based on the percentage of respondents "highly satisfied" with the brand, which is an indication of brand loyalty.

"This is one we are truly proud of," said USANA Chief Communications Officer Dan Macuga. "We could not be more thrilled about this award, because it's an honor that comes straight from our Associates and customers. They independently made the choice and effort to vote in ConsumerLab.com's survey because they know USANA's products and services are the best."

"We have a goal as a company to always do whatever is necessary to ensure the satisfaction of our customers and now we know we are achieving this goal on a grand scale," Macuga continued. "The timing couldn't be better — coming off our 20th year anniversary celebration with a conscious move toward delivering more personalization to all our customers around the world, this is a clear indication that we are meeting the needs of each one of our customers."

Consumers and healthcare practitioners look to ConsumerLab.com for reliable information. This includes the results of ConsumerLab.com's survey. Based on the new No. 1 rating in Direct Sales, it is clear that USANA customers look to ConsumerLab.com for information on quality supplements.

Since 1999, ConsumerLab.com has tested more than 3,200 products, 350 different brands and nearly every type of popular supplement in order to help consumers and healthcare professionals identify the best quality health and nutrition products. ConsumerLab.com is also the only third-party verification group that freely publishes its testing methods and quality criteria/standards.

To learn more about ConsumerLab.com and USANA's newest award, go to http://www.consumerlab.com/survey2013.

For more information about USANA's products and company, visit USANA.com.

About USANA

Founded in 1992, USANA Health Sciences (NYSE: USNA) is a U.S.-based nutritional company that manufactures high-quality supplements and personal care, energy and weight-management products in its FDA-registered facility in Salt Lake City. USANA's products, tested by NSF International and used by more than 600 professional athletes, are developed by the company's award-winning team of scientists and sold directly to Preferred Customers and Associates in 18 international markets. USANA is the No. 1 Rated Brand in Direct Sales Based on Customer Satisfaction in ConsumerLab.com's 2013 Survey of Vitamin and Supplement Users. Named one of Outside magazine's "Best Places to Work" for four consecutive years, USANA has received more than 100 state, national and international accolades, including Utah Best of State, Stevie Awards, Australian Business Awards, NutriSearch Editor's Choice and others. Learn more about USANA (www.USANA.com) and the USANA True Health Foundation (www.USANAfoundation.org/), stay current with the official USANA blog (www.whatsupUSANA.com), like us on the USANA Facebook page (www.facebook.com/USANAhealthsciences), or follow USANA on Twitter (@USANAinc).

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