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### **What's Up, USANA Blog Wins 2009 Communicator Award**

SALT LAKE CITY (BUSINESS WIRE)—May 27, 2009—[USANA Health Sciences](http://www.usana.com), Inc. (NASDAQ: USNA) announced today that its blog, [What's Up, USANA](http://www.whatsupusana.com), received an award of distinction in the 15<sup>th</sup> Annual Communicator Awards. The 2009 Communicator Awards received thousands of entries from companies and agencies of all sizes, making it one of the largest award programs of its kind.

USANA's newest blog, which aims to inform and entertain USANA distributors and the general public, is frequently updated with a variety of material including exclusive videos, contests and corporate news. The blog is part of a recent initiative by USANA to employ social media, along with more traditional forms of communication, to promote company products and events. The company's current 2009 Rev3 Geocaching Challenge has been nearly exclusively promoted through USANA social media sites, including the blog. What's Up, USANA will also be blogging live from the Melanie Segal Gift Lounge at the MTV Movie Awards May 28-29.

"What's Up, USANA is a fun, informative must-read for anyone interested in getting the latest USANA news — much of which you won't find anywhere else," said Dan Macuga, USANA Vice President of Marketing and Public Relations. "The blog is a great way to communicate in real time. It's updated daily with a mixture of USANA business-related information and entertaining pop culture items tied to our network world-class athletes, reality show stars and other notable figures."

For more information about USANA's products and opportunity, visit [www.usana.com](http://www.usana.com) or [www.whatsupusana.com](http://www.whatsupusana.com). For more information about the Communicator Awards, please visit [www.communicatorawards.com](http://www.communicatorawards.com)

#### About USANA

USANA Health Sciences develops and manufactures high-quality nutritionals, personal care, energy and weight management products that are sold directly to Preferred Customers and Associates throughout the United States, Canada, Australia, New Zealand, Hong Kong, Japan, Taiwan, South Korea, Singapore, Malaysia, the Philippines, Mexico, the Netherlands and the United Kingdom.

#### About the Communicator Awards

The Communicator Awards is the leading international creative awards program honoring creative excellence for communication professionals. Founded by communication professionals over a decade ago, The Communicator Awards is an annual competition honoring the best in advertising, corporate communications, public relations and identity work for print, video,

interactive and audio. The 2009 Communicator Awards received over 7,000 entries from ad agencies, interactive agencies, production firms, in-house creative professionals, graphic designers, design firms, and public relations firms.