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USANA Launches National Rev3 Geocaching Challenge

SALT LAKE CITY—May 18, 2009—[USANA Health Sciences, Inc.](#) launched a nationwide geocaching event today to promote its new energy drink, [Rev3 Energy™](#). Rev3 is a tea-based beverage, containing antioxidants and other important nutrients, providing consumers with a natural lift.

The 2009 Rev3 Geocaching Challenge features a series of 60 individualized Travel Bugs, trackable tags that will make their way to new geocaches across the United States. Ambitious cachers will benefit from free Rev3 swag just for entering the Rev3 geocaching contest at www.drinkrev3.com/contests. All participants will also be entered into a grand prize drawing for a \$3,000 REI® gift card.

“We are very excited about this contest and look forward to seeing all of our Rev3 Travel Bugs trek from coast to coast, spreading the Rev3 message,” said USANA CEO Dave Wentz. “We want participants to have fun with this contest as well as have the opportunity to try Rev3 for themselves, which is why we’re offering free product to every geocacher.”

Geocaching is a fast-growing hobby with enthusiasts around the globe. It combines technology with nature to produce an exciting new form of entertainment for those who like to be adventurous during their leisure time. In this modern-day treasure hunt, individuals or groups hide caches all over the world. The location of each geocache is marked with Global Positioning System (GPS) coordinates shared via the Internet. Enthusiasts use a handheld GPS unit to hunt for the caches. The [2009 Rev3 Geocaching Challenge](#) web site provides curious adventurers with a list of the 60 coordinates for Rev3 Travel Bug caches as well as general information about the contest.

For more information about USANA’s products and opportunity, visit www.usana.com.

About Rev3 Energy™

Rev3 is a proprietary formula of antioxidants and other important nutrients packed in a delicious beverage that contains no artificial flavors, colors, sweeteners or preservatives. Rev3 is tea-based, providing consumers with a natural lift, and contains Olivol®, USANA's patented olive-fruit extract. Along with Rev3 Energy, which comes in a can, USANA offers the Rev3 Energy Surge™ Pack, an easy-to-carry stick pack, perfect for a gym water bottle.

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.

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