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What's Up, USANA? Blog Named Finalist in min's Best of the Web Awards

SALT LAKE CITY—(BUSINESS WIRE)—January 27, 2010—USANA Health Sciences, Inc. (NASDAQ: USNA) announced today that its blog, [What's Up, USANA?](#), is a finalist in min's Best of the Web Awards for Best Blog. min's Best of the Web Awards is the industry's top honor in the digital space, recognizing outstanding Web sites and digital initiatives among consumer and b2b media companies.

“We are honored that What's Up, USANA? is a Best Blog finalist in min's Best of the Web Awards,” said Dan Macuga, USANA Vice President of Marketing and Public Relations. “USANA launched the blog just over a year ago and since that time it has become a must-read for thousands of the company's independent distributors who want timely, informative, entertaining and often exclusive information about USANA.”

USANA's 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. What's Up, USANA? spent the last couple weeks blogging live from Kari Feinstein's Style Lounges at the Golden Globes and the Sundance Film Festival.

Other finalists in the Best Blog category include Entertainment Weekly, RealSimple.com, and Wired.com.

Learn more about USANA's products by visiting our [Web site](#), reading our [blog](#), becoming a fan on [Facebook](#), or following us on [Twitter](#).

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.