



USANA HEALTH SCIENCES OPENS FRANCE AND BELGIUM MARKETS Newest Office To Reside in The Heart of Paris

SALT LAKE CITY – March 26, 2012 – [USANA Health Sciences, Inc.](#) (NYSE: USNA), a global nutritional supplements company, today announced the official opening of its France and Belgium markets. Bringing the company's international expansion to 18 countries worldwide, USANA's newest office will reside on the Champs-Élysées in Paris and will initially offer seven nutritional supplements and eight skin-care products.

The new office will be equipped with a staff to meet the needs of its Independent Distributors, provide customer service and support market development, compliance, accounting, commissions, and logistics, among others. The state-of-the-art facility will also include a will-call center and conference space.

"European expansion has been a top priority for us," said USANA's Chief Executive Officer, Dave Wentz. "We currently have customers in the U.K. and the Netherlands, but with the opening of our France and Belgium markets, we are hoping to increase our market share in the region. Europe is a place of immense growth and prosperity and we expect this new expansion to support positive growth on both sides of the Atlantic."

According to the [World Federation Direct Selling Association](#) (WFDSA), France is the 10th largest direct-selling market, with estimated sales of 2.45 billion dollars a year (1.8 billion euros) and third overall in the European Union (EU).

"This is an exciting time to be a part of USANA as we expand into Europe," said Alan Bergstrom, vice president of Europe and customer service. "We work tirelessly to adhere to strict manufacturing requirements in every country we operate in, which means we have been working closely with the Fédération de la Vente Directe, to ensure that our high-quality products meet national guidelines."

"Our first commitment is to the science behind our products," said Dr. John Cuomo, USANA's executive director of research and product development. "We spend millions a year on research and continually update our state-of-the-art facilities to ensure that we're producing the safest, most effective products possible. We have medical doctors, nurses, nutritionists and other health professionals who swear by our product. We've been in business nearly 20 years and have never had to issue a recall."

Following on the heels of the France and Belgium opening, residents of Germany, Austria, Spain, Italy, Luxembourg, and Ireland, will be able to purchase USANA's high-quality products for personal use as Preferred Customers (PCs).

“I have been taking USANA’s supplements for a couple of years now, so I know their products are safe and effective,” said USANA brand ambassador and WTA player, Kim Clijsters. “I am excited that my friends and family in my home country of Belgium will also have the opportunity to experience them.”

For more information about USANA’s product and company, visit www.usana.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, China, South Korea, Singapore, Malaysia, the Philippines, Thailand, Mexico, France, Belgium, the Netherlands and the United Kingdom. Learn more at the [USANA](http://www.usana.com) website (www.usana.com), stay current with the official [USANA](http://www.whatsupusana.com) lifestyle blog (www.whatsupusana.com) and [USANA](http://blog.usana.com) corporate blog (blog.usana.com), like us on the [USANA](https://www.facebook.com/usanahealthsciences) Facebook page (www.facebook.com/usanahealthsciences), or follow [USANA](https://twitter.com/usanainc) on Twitter ([@usanainc](https://twitter.com/usanainc)).

Safe Harbor

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act and Section 21E of the Securities Exchange Act. Our actual results could differ materially from those projected in these forward-looking statements, which involve a number of risks and uncertainties, including global economic conditions generally, reliance upon our network of independent associates, the governmental regulation of our products, manufacturing and marketing risks, adverse publicity risks, and risks associated with our international expansion. The contents of this release should be considered in conjunction with the risk factors, warnings, and cautionary statements that are contained in our most recent filings with the Securities and Exchange Commission.

Media Contact: Ashley Collins
Executive Director of Marketing, PR, and Social Media
USANA Health Sciences, Inc.
(801) 954-7280
[media\(at\)us.usana\(dot\)com](mailto:media(at)us.usana(dot)com)

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