

July 30, 2007



Natural Health Trends Corp. Announces Upcoming Earnings Release and Conference Call

DALLAS, TX -- (MARKET WIRE) -- 07/30/07 -- Natural Health Trends Corp. (NASDAQ: BHIP) today announced it plans to release its financial results for the quarter ending June 30, 2007, after the market closes on Wednesday, August 1, 2007. The Company also plans to host a conference call at 11:30 a.m. EDT, August 2, 2007. Those who wish to participate in the conference call may telephone number (800) 430-2053, or (973) 935-8769 for international callers, pass code 9080978, 15 minutes before 11:30 a.m. EDT. If you cannot participate in the call, but wish to hear it, you may login to the Company's homepage at www.naturalhealthtrendsCorp.com and click on the conference call 1 1/2 hours after the completion of the call.

About Natural Health Trends Corp.

Natural Health Trends Corp. is an international direct-selling and e-commerce company operating through its subsidiaries in 15 countries throughout Asia, North America, Europe and Latin America. The Company markets premium quality personal care products under the NHT Global brand. Additional information can be found on the Company's Website, and management encourages interested parties to register for updated corporate information via e-mail on the Company's homepage, www.naturalhealthtrendsCorp.com.

Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995 -- Forward-looking statements in this release do not constitute guarantees of future performance. Such forward-looking statements are subject to risks and uncertainties that could cause our actual results to differ materially from those anticipated. Such risks and uncertainties include the risks and uncertainties detailed in our Annual Report on Form 10-K for the fiscal year ended December 31, 2006 filed with the Securities and Exchange Commission. We assume no obligation to update any forward-looking information contained in this press release or with respect to the announcements described herein.

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