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## Natural Health Trends Corp. Appoints Leader of European Operations

DALLAS, TX -- (MARKET WIRE) -- 03/03/08 -- Natural Health Trends Corp. (NASDAQ: BHIP), an international direct-selling company, announced the appointment of Paolo Giuliani to direct subsidiary operations in Europe. In this consulting role, Mr. Giuliani will be charged with expanding direct-selling opportunities in Europe and managing European-based operations.

"Paolo is extremely well equipped from both an industry and professional standpoint to achieve our expansion goals in this very dynamic market. He has more than 15 years' experience in direct selling in Europe, supplemented by substantial expertise in traditional business as well," said Chris Sharng, President of Natural Health Trends Corp. "Paolo's guidance, combined with our mix of lifestyle, beauty and wellness products that we believe are a strong fit with European consumers, will optimize our ability to grow our distributor network and increase our retail sales."

Mr. Giuliani is the Italian partner of a major European consulting and service group specializing in all areas of multi-level marketing throughout Europe. Prior to that, he held various senior management roles with Amway and Stanhome-Yves Rocher Group, including VP International Development and chief executive officer responsibility for Italy and Spain. His experience encompasses successful start-ups, turnarounds and restructuring where he achieved significant financial and operational results.

Mr. Giuliani will lead the company's European expansion as the vice president, market development -- Europe.

About Natural Health Trends Corp.

Natural Health Trends Corp. is an international direct-selling and e-commerce company operating through its subsidiaries in 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 email on the company's home page, [www.naturalhealthtrends.com](http://www.naturalhealthtrends.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 under the caption "Risk Factors" in our Registration Statement on Form S-3 filed with the Securities and Exchange Commission on February 6, 2008. 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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