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NHT Global Launches Retail Sales in Italy

DALLAS, TX -- (MARKET WIRE) -- 06/11/08 -- Natural Health Trends Corp. (NASDAQ: BHIP) today announced that its Italian-based subsidiary, NHT Global Europe S.R.L., has launched retail product sales in Italy. The launch was introduced at two events held in the northern Italian cities of Bologna and Vicenza this past weekend, in partnership with the two major organizations of NHT Global's European network members. European corporate leaders, top distributor leaders and hundreds of network members and prospects from all over Europe attended these events and celebrated this milestone in the European expansion of NHT Global.

Italian distributors can now retail NHT Global products in Euros, both on a person-to-person basis as well as through an advanced Retail Cart tool. Retail commissions paid by NHT Global Europe on Italian sales will be paid from Italy, net of applicable withholding tax and Social Security contributions.

"The importance of our ability to sell direct in Italy is very significant," commented Paolo Giuliani, the managing consultant in charge of NHT Global's European market development. "According to the Worldwide Federation of Direct Selling Associations, the Italian direct selling market is the eighth largest in the world and the third largest in Europe, with sales of \$3.59 billion in 2007."

"With the opening of retail selling in Italy, we are closing the pre-launch phase and can now direct the pan-European expansion of NHT Global from a solid foundation," said Mr. Giuliani. "From now on, we anticipate that NHT Global's members will enjoy a faster and smoother expansion of their European opportunity."

NHT Global Europe also announced at the two recent events that it would follow other worldwide NHT Global markets in their successful introduction of an enhanced compensation plan. "European members are enthusiastic about the Company's recently enhanced compensation plan because they have seen the positive impact this change has had on other NHT Global markets," said Mr. Giuliani.

About Natural Health Trends Corp.

Natural Health Trends Corp. is an international direct-selling and e-commerce company operating through its subsidiaries 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 email on the company's home page, 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 Annual Report on Form 10-K filed on March 31, 2008, 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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