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Natural Health Trends Appoints New Senior Vice President of Marketing for Global Operations

DALLAS, TX -- (MARKET WIRE) -- 01/06/09 -- Natural Health Trends Corp. (NASDAQ: BHIP) announced today that Linda Lucas Padilla has joined the Company as Senior Vice President of Marketing. In this newly created role, Ms. Padilla will be the Company's principal marketing executive responsible for strategic global marketing support, company branding, product marketing and development, recognition, incentive and event planning.

"With the addition of Linda to our executive team, we have made a concerted effort to move Natural Health Trends' global focus toward a stronger product platform," commented Chris Sharng, president of Natural Health Trends. "She brings proven product expertise and strong global industry knowledge which further supports NHT's plans to offer expanded and improved product offerings for our members worldwide."

As the former Vice President of Global Marketing for Mannatech, Ms. Padilla has held numerous executive positions within the direct selling industry over the last two decades with Aerus Electrolux, Beauticontrol and Priceless Legacy. As an active member of DSA (Direct Selling Association), Linda brings a strong product marketing focus with a recognized communications, training and creative product positioning track record.

"Linda will oversee a talented team of global marketing personnel to help us achieve our goals for a successful 2009," stated Sharng.

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, and Europe. 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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