

September 10, 2014



Natural Health Trends Comments on Unusual Trading Activity

Business Fundamentals Unchanged; Company Continues to Execute Its Growth Strategy

DALLAS, Sept. 10, 2014 (GLOBE NEWSWIRE) --[Natural Health Trends Corp.](#) (OTCQB:NHTC), a leading direct selling company that markets premium quality personal care, wellness and "quality of life" products under the [NHT Global brand](#), today commented on the unusual activity related to its common stock.

Management reiterates that the fundamentals of the Company's business have not changed. The Company is aware of no material events that would contribute to the unusual trading activity.

"We continue to execute our growth strategy, and our business is progressing as expected," remarked Chris Sharng, President of Natural Health Trends Corp. "We remain encouraged by the momentum throughout our organization."

The Company also stated that no officers or directors have sold any shares of common stock in the last 12 months.

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, wellness and "quality of life" products under the NHT Global brand. Additional information can be found on the company's website, www.naturalhealthtrends.com.

Forward Looking Statement

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 7, 2014, 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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Source: Natural Health Trends Corp.