May 2, 2014

Nature's Sunshine Renews Longstanding Partnership With Santorin to Manage Operations in Russia, Central and Eastern Europe

LEHI, Utah, May 2, 2014 (GLOBE NEWSWIRE) -- Nature's Sunshine Products, Inc. (Nasdaq:NATR), a leading natural health and wellness company, has signed a new three-year agreement with Santorin Management Corp, Ltd., extending the two companies' longstanding partnership. This three-year commitment supersedes any previous contracts, and includes full resolution of the disclosed dispute on the prior contract.

"I am pleased that we have renewed and extended our relationship with Santorin; they have been a reliable partner supporting our 200-strong dealer center distribution network, and our 260,000 distributors in our Russia, Belarus, Ukraine, Kazakhstan, Moldova and Mongolia markets," stated Wynne Roberts, NSP President and Chief Operating Officer. "This continued partnership will provide a solid foundation for future growth in these markets."

"Nature's Sunshine has operated in the Russia, Central and Eastern Europe markets since 1999, and has built a strong reputation for the highest product quality and business integrity," said Gregory L. Probert, NSP Chairman and Chief Executive Officer. "The renewed contract is indicative of our continued, long term commitment to these markets."

About Nature's Sunshine Products

Nature's Sunshine Products (Nasdaq:NATR), a leading natural health and wellness company, markets and distributes nutritional and personal care products through a global direct sales force of over 724,000 Independent Managers, Distributors and customers in more than 40 countries. NSP manufactures most of its products through its own state-of-the-art facility to ensure its products continue to set the standard for the highest quality, safety and efficacy on the market today. The Company has three reportable business segments that are divided based on the characteristics of their Distributor base, similarities in compensation plans, as well as the internal organization of NSP's officers and their responsibilities (NSP Americas, Asia Pacific and Europe; NSP Russia, Central and Eastern Europe; and Synergy WorldWide). The Company also supports health and wellness for children around the world through its partnership with the Sunshine Heroes Foundation. Additional information about the Company can be obtained at its website, www.naturessunshine.com.

CONTACT: Steve Bunker
Chief Financial Officer
Nature's Sunshine Products, Inc.
Lehi, Utah 84043
(801) 341-7303

Source: Nature's Sunshine Products, Inc.