



February 11, 2000

Direct Selling Association
Awards Committee
1666 K Street, NW Suite 1010
Washington, DC 20006-280

Re: Recommendation of Grimes & Reese - DSA Partnership Award

Dear Members of the Awards Committee:

I am pleased to recommend the law firm of Grimes & Reese as highly deserving of the Direct Selling Association's Partnership Award at this year's Annual Meeting. This firm has clearly developed extensive expertise in direct selling and multi-level marketing law. For more than four years this expertise has proven to be invaluable to USANA. We at USANA endeavor to conduct our business at the highest level of integrity in all of our relationships with customers, distributors, employees and the communities where our products are sold. Grimes & Reese has provided outstanding guidance in assisting us in resolving complex and difficult issues. This has enabled us to consistently meet our objective of governing USANA's affairs in such a way as to maintain an impeccable reputation in an industry with participants who may be less concerned.

In addition to providing unmatched legal counsel, Grimes & Reese has developed considerable business acumen for the industry. Accordingly, we have sought their advice with regards to numerous strategic issues. For example, USANA recently announced what we have called the "value initiative". A key element of introducing this effort to our distributors was to have a third party of renown (Grimes & Reese) speak to an audience of all of our top leaders. Their endorsement was received so well that it will also now be presented to thousands of additional USANA customers. The importance of a properly executed business plan, such as we have just undertaken with their help, cannot be overstated. This law firm has clearly demonstrated knowledge and understanding of strategic business issues that go beyond legal services.

A final, though not insignificant, aspect of dealing with Grimes & Reese is that the firm provides a reservoir of contacts for matters such as product development, solutions for industry unique business problems and partners for strategic relationships.

In short, the law firm of Grimes & Reese is unequivocally worthy to receive the DSA's Partnership Award.

Sincerely,

A handwritten signature in cursive script that reads "Gilbert A. Fuller".

Gilbert A. Fuller
Senior Vice President and Chief Financial Officer