

Women's Ski Jumping USA

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Press Release

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USANA to sponsor VISA Women's Ski Jumping Team

Nov. 29, 2010 – USANA Health Sciences, Inc., a nutritional supplements manufacturer based in Salt Lake City, announced Monday, Nov. 29 it will be the official health supplements supplier of the Visa Women's Ski Jumping Team. The team that continues to compete on the Continental Cup circuit and has been fighting for inclusion in the Olympic Winter Games, has persevered on limited funding.

“There are still hurdles to cross,” says Deedee Corradini, Women's Ski Jumping USA president. “A recent International Olympic Committee (IOC) decision has made the inclusion of women's ski jumping in the 2014 Olympics contingent upon athlete performance at the Oslo World Championships in February 2011. We are grateful for USANA's sponsorship. We need all the support we can get.”

Ski jumping is the only discipline in the Olympic Games that does not allow women to participate.

“It's an honor to sponsor the Visa Women's Ski Jumping team and to help advance women in sports,” says Dan Macuga, USANA's Vice President of Marketing. “We hope our financial support of these tremendous athletes will help get them the resources and recognition they deserve. We wholly support the inclusion of women's ski jumping in the Olympics and we will do our part to get them there.”

Lindsey Van, of Park City, is the sport's first female world champion and has been jumping for nearly 20 years. “We've been waiting for 10 years to be included in the Games. We know we're ready and we want to show the world in Sochi 2014 what we can do.”

In addition to sponsoring the Visa Women's Ski Jumping Team, USANA demonstrates its commitment to sports by sponsoring teams and organizations such as the Women's Tennis Association, US Speedskating, USA Luge and many others.

USANA sponsored a special gathering at the company Monday, Nov. 29 for its employees and members of the Visa Women's Ski Jumping Team to celebrate the new partnership and help support the athletes as they head-off to compete on this season's Continental Cup circuit in Europe.

***Exclusive video, photography and additional content is available on the USANA website. Please visit <http://tinyurl.com/WSJ-USANA> for more information.

About USANA: USANA Health Sciences develops and manufactures high-quality nutritionals, personal care, energy and weight management products that are sold directly to Preferred Customers and Associates throughout the United States, Canada, Australia, New Zealand, Hong Kong, Japan, Taiwan, South Korea, Singapore, Malaysia, the Philippines, Mexico, the Netherlands and the United Kingdom.

Learn more at our [website \(www.usana.com\)](http://www.usana.com), read our [blog \(www.whatsupusana.com\)](http://www.whatsupusana.com), like us on [Facebook \(www.facebook.com/usanahealthsciences\)](http://www.facebook.com/usanahealthsciences), or follow us on [@usanainc](https://twitter.com/usanainc).

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