



## Striking Elder Abuse Views and Insight During Usana Associate's Tenure Revealed In Fraud Discovery Institute's Part Two YouTube Video

*"I believed in the Usana promise of 'true health and true wealth'," says blind former Usana Associate in FDI's newly released Part 2, YouTube video.*

For Immediate Release

SAN DIEGO/EWORLDWIRE/May 31, 2007 --- In Part 2 of the compelling story of Steve Estes, a blind former Usana (NASDAQ: USNA) associate who lost his life savings and mortgaged his home when striving to build an Usana distributorship, Estes explains how a pattern of deception at every level contributed to the fleecing of a disabled, elderly couple.

"What is striking about Part 2 of this YouTube video is the reaction of Mr. Estes' family," said Barry Minkow of Fraud Discovery Institute (FDI). "Family members were so concerned about Mr. Estes that they demanded to see his bank statements and almost placed him in a nursing home." The newly released video is part 2 of the FDI's expose of another victim of the Usana Health Sciences Inc. business opportunity.

Since the release of Part 1 - which quickly nabbed a formidable 6,000 views on YouTube in the first few days of its release, Part 2 quantifies the dollar amount lost and the impact on family and friends of Estes. "Had I stayed in Usana any longer, I would have joined the NFL which stands for 'No friends left'," said Estes.

The second segment also provides insight into how Usana shifts the blame of failure off of the exorbitant prices of its products and its huge attrition and collapse rates onto associates who are told that the failure occurred because of something that is wrong with them, not the retail selling of products through multiple levels.

"I did a video for the California State Attorney General's Elder Abuse division that was released in 2006, and after viewing Parts 1 and 2 of Mr. Estes' story, it does appear that he and his wife, who suffers from polio, are victims of elder abuse," said Minkow. "In fact, one of the biggest frauds targeting the elderly today are those sweepstakes scams - an interesting comparison when one understands the odds of winning any one sweepstake are as overwhelming as the odds of succeeding as an Usana Health Sciences Inc. associate."

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