

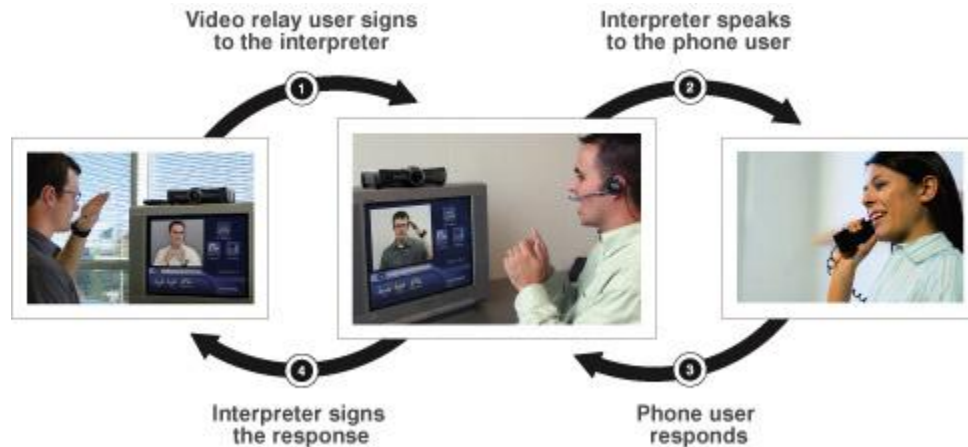
RBC Announces a Service to Our Deaf and Hard-of-Hearing Customers

IRVING, Texas (February 11, 2008)--**RBC Life Sciences, Inc. (OTCBB: RBCL)**, announced today that it will now be able to handle calls received from our deaf and hard-of-hearing customers through Sorenson Video Relay Service (VRS). This is a free service for the deaf and hard-of-hearing community that enables anyone to conduct video relay calls with family, friends, or business associates through a certified ASL interpreter via a high-speed Internet connection and a video relay solution.

“We are incredibly proud to now offer this free service to our deaf and hard-of-hearing customers,” stated John Price, President of RBC Life Sciences. “The addition of this service will enable our already outstanding Customer Service and Order Entry teams to easily communicate with any deaf or hard-of-hearing RBC Associate and effortlessly fulfill their order.”

All Sorenson VRS calls are free. For high call-volume customers a free Sorenson VP-100 videophone is available. For customers who prefer to use their existing PC and Web camera, Sorenson EnVision SL, the industry's best video relay software for the personal computer, can be downloaded for free.

Video relay calls are placed over a high-speed Internet connection (i.e. DSL, cable, or T1 line) through an easy-to-use Sorenson VP-100 videophone appliance connected to a TV, or through a personal computer equipped with a Web camera and Sorenson EnVision SL (or Microsoft NetMeeting) software. The deaf user sees an ASL interpreter on their TV and signs to the interpreter, who then contacts the hearing user via a standard phone line and relays the conversation between the two parties.



Please visit www.sorensonvrs.com to learn more.

RBC Life Sciences
Order Entry: (800) 722-0444
Customer Service: (800) 350-9497

About RBC Life Sciences

RBC Life Sciences develops, manufactures and markets skin care products and food supplements providing nutrients often found to be low or missing in modern diets. All products are tested for quality assurance in-house, and by outside independent laboratories, to comply with regulations in the U.S. and in more than thirty countries in which the products are distributed.

MPM Medical, a wholly owned subsidiary of RBC, develops and markets proprietary prescription and nonprescription products for wound and pain management, sold through medical-surgical dealers to nursing homes, hospitals and cancer clinics. For more information on the company, visit www.RBCLifeSciences.com.

This press release contains information that constitutes forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Any such forward-looking statements involve risk and uncertainties that could cause actual results to differ materially from any future results described within the forward-looking statements. Factors that could contribute to such differences are disclosed in the Company's annual report on Form 10-K, quarterly reports on Form 10-Q, and other reports filed with the Securities and Exchange Commission. The forward-looking information provided herein represents the Company's estimates and expectations as of the date of the press release, and subsequent events and developments may cause the Company's estimates and expectations to change. The Company specifically disclaims any obligation to update the forward-looking information in the future. Therefore, this forward-looking information should not be relied upon as representing the Company's estimates and expectations of its future financial performance as of any date subsequent to the date of this press release.

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