

News Release

Nu Skin Enterprises Declares Quarterly Dividend of \$0.11

PROVO, Utah, May 14 /PRNewswire-FirstCall/ -- Nu Skin Enterprises, Inc. (NYSE: NUS) today announced the board of directors has declared a quarterly dividend of \$0.11 per share which will be paid on June 18, 2008, to stockholders of record on May 30, 2008.

The Company

Nu Skin Enterprises, Inc. is a global direct selling company operating in 47 markets throughout Asia, the Americas and Europe. The company markets premium quality personal care products under the Nu Skin(R) brand, science-based nutritional supplements under the Pharmanex(R) brand, and technology based products and services under the Big Planet(R) brand. Nu Skin Enterprises is traded on the New York Stock Exchange under the symbol "NUS."

SOURCE Nu Skin Enterprises, Inc.

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(NUS)

CO: Nu Skin Enterprises, Inc.

ST: Utah

IN: HEA MTC

SU: DIV

NW-GS

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