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**NU SKIN RECOGNIZED FOR CORPORATE SOCIAL RESPONSIBILITY
AT INTERNATIONAL BUSINESS AWARDS**

**Recognition Follows Global “Force for Good” Outreach
and Earthquake Relief Efforts**

PROVO, Utah—July 25, 2008—The International Business Awards recognized two programs from Nu Skin Enterprises, Inc. (NYSE:NUS) with its top “Stevie” honors for the company’s corporate social responsibility initiatives in Asia and America. The honor comes at the conclusion of a month-long global effort of Nu Skin employees and distributors demonstrating their “Force for Good” culture with local and regional service projects.

“It’s great to receive international recognition for initiatives that represent the heart and corporate culture of Nu Skin Enterprises,” said Truman Hunt, president and CEO of Nu Skin. “As a company, we are committed to our mission to be a force for good in the world and improve the lives of people everywhere – particularly children. We are especially proud of our 750,000-plus sales representatives and employees whose generous efforts make projects like these possible.”

Nu Skin Korea was awarded an International Stevie award for the best Corporate Social Responsibility Program in Asia for its Nu Skin Hope Library Social Responsibility Program. One of many philanthropic efforts with Nu Skin Korea ties, the Nu Skin Hope Library Program helped build two elementary school libraries in rural areas of the country. Books, tables, computers and more were provided through Korea Nu Skin’s Force for Good initiatives to support learning for many poverty-stricken families.

Nu Skin was also recognized as a finalist for the best Corporate Social Responsibility Program in America. The finalist nomination was given in recognition of Nu Skin’s Build a Village Project, an effort that stems from the Nu Skin Force for Good Foundation. The project is focused on

helping the people of Malawi, Africa – a country where a majority of the people are farmers who live on less than one dollar a day. Nearly 50 farmers and their families moved in to the village in September of last year and will live there for approximately two years, learning skills in farming, irrigation, forest conservation and more. They will then return to their villages to teach the new skills they have learned to others.

The Stevie awards cap off Nu Skin's recent global "Force for Good" celebration where each market carried out a service activity during the month of June. Employees at the company's U.S. headquarters kicked off the celebration by assembling 10,000 school supply kits for local school children. The giving continued through the month with several markets conducting education-related projects donating school supplies, books, computers, scholarship money and even a boat and life jackets in Thailand to allow children to be transported safely to an island school. Other countries, such as Malaysia and Hong Kong planned entertaining activities for orphaned or abused children.

Initiatives in Japan and China focused on raising awareness about hunger and feeding those in need, particularly earthquake victims in Sichuan, China. During just one day of fundraising at the greater China regional convention, sales representatives and employees collected more than \$1 million in food, resources and monetary donations to assist in the China relief efforts.

Honoring companies of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. More than 1,000 entries from companies of all sizes and in virtually every industry were submitted from nearly 30 countries in categories including Best Overall Company, Best Executive, Best New Product or Service and Best Corporate Social Responsibility Program. Details about The American Business Awards and the list of winners in all categories are available at <http://www.stevieawards.com/iba>.

About the Nu Skin Force for Good Foundation

The Nu Skin Force for Good Foundation was chartered in 1996 and annually grants more than \$1 million to projects that will create a better world for children by improving human life, continuing indigenous cultures and protecting fragile environments. The Foundation is funded by Nu Skin distributor and employee donations, and with 25 cents from the sale of each Nu Skin Epoch product. Nu Skin covers all administrative and overhead costs, allowing for 100 percent of donations to be used for humanitarian and charitable causes. More information is available at <http://www.forceforgood.org>.

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[®] brand, science-based nutritional supplements under the Pharmanex[®] brand, and technology-based products and services under the Big Planet[®] brand. Nu Skin Enterprises is traded on the New York Stock Exchange under the symbol “NUS.” More information is available at <http://www.nuskinenterprises.com>.

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