

News Release

Nu Skin Enterprises Declares Quarterly Dividend of \$0.11

PROVO, Utah, Aug 07, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- 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 Sept. 17, 2008 to stockholders of record on Aug. 29, 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.

<http://www.nuskinenterprises.com/>