

News Release

Nu Skin Enterprises Declares Quarterly Dividend of \$0.11

PROVO, Utah, Nov. 6 /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 Dec. 10, 2008, to stockholders of record on Nov. 28, 2008.

The Company

Nu Skin Enterprises, Inc. demonstrates its tradition of innovation through its comprehensive anti-aging product portfolio, independent business opportunity and corporate social responsibility initiatives. Nu Skin's scientific leadership in both skin care and nutrition establishes Nu Skin as a premier anti-aging company, evidenced in its patent-pending ageLOC technology and flagship products including the Galvanic Spa System II, Tru Face Essence Ultra, LifePak nano and the g3 nutrition beverage. A global direct selling company, Nu Skin operates in 48 markets throughout Asia, the Americas and Europe and has more than 750,000 independent sales representatives. Nu Skin Enterprises is traded on the New York Stock Exchange under the symbol "NUS." More information is available at <http://www.nuskinenterprises.com>.

SOURCE Nu Skin Enterprises, Inc.

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