

News Release

Nu Skin Enterprises Names Brett Nelson President of Nu Skin Japan

PROVO, Utah, Nov. 25 /PRNewswire-FirstCall/ -- Nu Skin Enterprises (NYSE: NUS) today announced the appointment of Brett Nelson as the president of Nu Skin Japan. Nelson will also continue in his role as president of the company's North Asia region, which includes Japan and South Korea.

"Brett is a direct-selling veteran who is already having a positive impact on our Japanese operations and we are pleased to expand his influence in this important market," said Truman Hunt, president and chief executive officer. "Brett has assembled a bright and capable local management team to help our Japanese distributors generate even greater success."

In addition, Gary Sumihiro will continue to focus his attention on regulatory affairs for Nu Skin Japan. "We appreciate Gary's leadership and are pleased to have him helping us manage the Japanese regulatory environment," concluded Hunt.

The Company

Nu Skin Enterprises, Inc. is a global direct selling company operating in 48 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." More information is available online at www.nuskinenterprises.com.

Please note: This press release contains forward-looking statements that represent the company's current expectations and beliefs, including the anticipation that the Nu Skin Japan management team will have a positive impact on the Japan market. These forward-looking statements involve risks and uncertainties that could cause actual results and outcomes to differ materially from any forward-looking statements or views expressed herein. These risks and uncertainties include, but are not limited to, risks that the regulatory and media environment will continue to adversely impact operations, that management initiatives may fail to generate interest among distributors, and risks that such initiatives may not contribute to revenue growth or increases in customers or distributors. The forward-looking statements contained herein are further qualified by a detailed discussion of associated risks set forth in the documents filed by the company with the Securities and Exchange Commission, including the company's most recent Form 10-K and Forms 10-Q. The forward-looking statements set forth the company's beliefs as of the date of this release, and the company assumes no duty to update the forward-looking statements contained in this release to reflect any change.

SOURCE Nu Skin Enterprises, Inc.

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