



Nu Skin Enterprises Announces Increase in Quarterly Dividend

February 21, 2007

PROVO, Utah, Feb. 20 /PRNewswire-FirstCall/ -- Nu Skin Enterprises, Inc. (NYSE: NUS) today announced the board of directors declared a quarterly cash dividend of \$0.105 per share which will be paid on March 21, 2007 to shareholders of record on March 2, 2007.

"Our strong cash flow allows us to increase our dividend for the fifth consecutive year," said Truman Hunt, president and chief executive officer.

"Continually increasing our quarterly dividend is part of our long-term commitment to improve the value of our stock for our shareholders."

The Company

Nu Skin Enterprises, Inc. is a global direct selling company operating in 45 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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CO: Nu Skin Enterprises, Inc.

ST: Utah

IN: REA HEA MTC

SU: DIV

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