



Nu Skin Enterprises Appoints New Japan President

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PROVO, Utah, April 10 /PRNewswire-FirstCall/ -- Nu Skin Enterprises (NYSE: NUS) today announced the appointment of Gary K. Sumihiro as the new president of Nu Skin Japan. Robert Conlee, who has served in the position since 2004, will continue to oversee the company's North Asia region, which includes Japan and will be based in the corporate offices in Provo, Utah.

"Gary brings a wealth of experience to his position and will undoubtedly have a positive impact on our business in Japan," said Truman Hunt, president and chief executive officer of Nu Skin Enterprises. "Gary's expertise and familiarity with Japan will help us continue the positive trends we're seeing from our growth initiatives in this market."

Prior to joining Nu Skin Enterprises, Sumihiro worked for Amway Japan, Limited as vice president and chief operating officer. He has held several positions throughout his 12-year tenure, including representative director, corporate secretary and general counsel. During his time with the company, Sumihiro was instrumental in building Amway Japan to its market-leading position.

Sumihiro earned a Bachelor of Arts degree from Thiel College, a law degree from the University of Cincinnati College of Law and a master of public administration from American University in Washington, D.C.

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."

Please note: This press release contains forward-looking statements within the meaning of Section 21E of the Securities Exchange Act of 1934 that represent the company's current expectations and belief concerning the company's operations in Japan and the appointment of a new President of our operations in Japan. The forward-looking statements contained herein are subject to various risks including any inability by the company to effectively implement initiatives in Japan that generate growth. The forward looking statements are further qualified by the risks set forth in the documents filed by the company with the Securities and Exchange Commission, including our most recent Form 10-K. 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

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