



Nu Skin Enterprises Declares Quarterly Dividend of \$0.105

May 17, 2007

PROVO, Utah, May 17 /PRNewswire-FirstCall/ -- Nu Skin Enterprises, Inc. (NYSE: NUS) today announced the board of directors has declared a quarterly dividend of \$0.105 per share which will be paid on June 20, 2007 to stockholders of record on June 1, 2007.

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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