



Nu Skin Enterprises Announces Increase in Quarterly Dividend

February 19, 2008

PROVO, Utah, Feb. 19 /PRNewswire-FirstCall/ -- Nu Skin Enterprises, Inc. (NYSE: NUS) today announced the board of directors declared an increase in the quarterly cash dividend of \$0.11 per share which will be paid on March 19, 2008 to shareholders of record on Feb. 29, 2008.

"Because of our strong cash flow, we are increasing our dividend for the sixth consecutive year," said Truman Hunt, president and chief executive officer. "Continually increasing our quarterly dividend is an effective use of our cash and improves the value of our stock for our shareholders."

The Company

Nu Skin Enterprises, Inc. is a global direct selling company operating in more than 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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