



NU SKIN
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NU SKIN SOUTH AFRICA BECOMES THE OFFICIAL DIETARY SUPPLEMENT SUPPLIER TO THE BLUE BULLS

Pretoria , Gauteng—Oct. 2 , 2012—Nu Skin South Africa today announced a partnership with the Blue Bulls, a professional rugby team, becoming the official dietary supplement provider. Nu Skin South Africa will provide its science-based nutritional supplements to 32 of their top team players for an initial 12 month period.

“The Blue Bulls and Nu Skin have a strong common denominator which is to compete and perform at the very highest levels, delivering the best results and this makes this partnership a logical fit,” said Diederik Doorenbos vice president, sales and marketing for Nu Skin’s Europe, Middle East and African operations. “We are extremely pleased to be an official sponsor of the Blue Bulls and look forward to providing these athletes with our products. The Blue Bulls have an outstanding athletic tradition, and we feel our products will contribute to their continued success. Optimal nutrition is critical for the health and vitality of athletes performing at the highest level of competition.”

According to Dr. Org Strauss, team doctor and sports physician of the Blue Bulls, this partnership will enhance the athlete’s ability to perform. “Nu Skin South Africa and its nutritional products have a very strong reputation in the nutritional products industry and are fully backed by scientific research,” said Strauss. “We are familiar with Nu Skin’s strict safety and quality standards and are excited to introduce them to the athletes.”

Mr. Barend van Graan, CEO of the Blue Bulls added, “In professional sports the difference between winning and losing can often be attributed to details. I’m pleased the Blue Bulls now have a

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comprehensive solution for dietary supplements with the best possible partner, which puts us a step ahead of the competition in this area.”

The products that will be supplied to the Blue Bulls as part of the sponsorship agreement are LifePak Nano, a comprehensive vitamin supplement; G3, a nutrient-rich juice from the prized gac "superfruit" of Southern Asia; Overdrive, an energy metabolism and post exercise muscle recovery product and ageLOC Vitality a dietary supplement that raises and sustains baseline energy levels.

About Nu Skin Enterprises

Nu Skin Enterprises, Inc. demonstrates its tradition of innovation through its comprehensive anti-aging product portfolio, independent business opportunity and corporate social responsibility initiatives. The company's scientific leadership in both skin care and nutrition has established Nu Skin as a premier anti-aging company. The company's anti-aging products include the ageLOC® R2 nutritional supplement, ageLOC® Galvanic Spa System and ageLOC Galvanic Body Spa™, as well as the ageLOC® Transformation daily skin care system. A global direct selling company, Nu Skin operates in 53 markets worldwide and has approximately 900,000 active distributors and preferred customers. More information is available at <http://www.nuskin.com>

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