

2011 Ernst & Young Entrepreneur of the Year Lifetime Achievement Award - Blake Roney, Founder and Chairman of Nu Skin Enterprises

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[http://wn.com/Nu Skin Chairman, Blake Roney, Awarded Lifetime Achievement Award](http://wn.com/Nu%20Skin%20Chairman,%20Blake%20Roney,%20Awarded%20Lifetime%20Achievement%20Award)

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<http://www.deseretnews.com/article/700145438/2011-Utah-Region-Lifetime-Achievement-Award-Blake-Roney-Nu-Skin-Enterprises.html>

When Blake Roney, Sandie Tillotson and Steve Lund founded Nu Skin in 1984, they wanted to succeed in business, of course. But they also wanted to bring innovative skin care and nutritional products to market, ones with ingredients meeting their "all of the good, none of the bad" philosophy.

Roney and the others decided to adopt a direct-selling model and launched their first product. It proved so popular that it sold out in a matter of hours. That's when the early Nu Skin team knew they were really onto something. More than 25 years later, Nu Skin is a Utah institution, headquartered in Provo but with employees worldwide, as well as a global network of independent distributors that numbers 800,000.

At this year's Ernst & Young Entrepreneur of the Year awards, Roney will be honored with the 2011 Lifetime Achievement Award for his work with Nu Skin, one of only 11 direct-selling companies worldwide to reach \$1 billion or more in annual sales.

Now traded on the New York Stock Exchange under the symbol NUS, Nu Skin has in recent years focused its efforts on anti-aging products and nutritionals. The company also is well-known for its extensive philanthropic efforts that include everything from helping build schools in impoverished nations to the Nu Skin Center for Dermatological Research at Stanford University School of Medicine. Unlike many direct-selling or nutritional companies that start fast and burn

out, Nu Skin's growth has been strong but steady. The company first went international four years after its founding by starting operations in Canada. The next year, the company debuted in Hong Kong. In the following years, sellers began spreading the Nu Skin message in a country or two each year: Japan, Australia, New Zealand, Mexico, Korea, Spain, Italy, Ireland, Thailand, Austria, Portugal. ...

Nu Skin now operates in 52 countries — and counting.

http://www.nuskin.com/content/corpcom/en_US/newsroom/press_releases1/2011/blake_roney_awardedernstyounglifetimeachievementaward.html

NU SKIN FOUNDER & CHAIRMAN RECOGNIZED AS MASTER ENTREPRENEUR Blake Roney Awarded Ernst & Young Lifetime Achievement Award

PROVO, Utah—June 24, 2011—Nu Skin Chairman Blake M. Roney was named the 2011 Lifetime Achievement Award from the Ernst & Young Entrepreneur Of The Year Award program for the Utah region. He accepted the award last night at a gala celebration last night at the Salt Palace Convention Center. Roney, along with co-founders Sandie Tillotson and Steve Lund, founded Nu Skin in 1984 and have grown the enterprise to be one of only a dozen billion-dollar direct selling companies worldwide.

“Nu Skin’s success can be attributed to Blake’s values, business acumen, management style and his efforts to improve lives,” said Truman Hunt, Nu Skin president and chief executive officer. “He represents the company’s mission to be a ‘force for good’ in the world and has demonstrated this passion in everything he does. He is a leader in the community and contributes in remarkable ways.”

Roney served as president and chief executive of Nu Skin from 1984-1996. He is currently chairman of the board of directors for the company. Today Nu Skin Enterprises reports \$1.54 billion in annual revenue from its personal care and nutrition products, approximately 800,000 independent distributors in 52 markets, and 1,200 employees at the company’s headquarters in Utah County. In addition, Roney serves on the board of the Nu Skin Force for Good Foundation, a non-profit organization that seeks to improve the lives of children by offering hope for a life free from disease, illiteracy and poverty. Since its founding in 1996, the foundation has granted nearly \$23 million to life-changing projects that benefit children in more than 50 countries.

Roney earned an academic degree in business finance from Brigham Young University's Marriott School of Management in 1983. In 2009 Roney was named Chairman of the Year by the International Business Awards and in 2004 he was identified as one of the 100 Most Influential People in Utah by Utah Business magazine. The father of eight children, he serves on several community and university boards and is active in civic and religious organizations.

About Entrepreneur of the Year Award Program

The Ernst & Young Entrepreneur of The Year Award celebrates 25 years of recognizing entrepreneurs whose ingenuity, hard work and perseverance have created and sustained successful, growing business ventures. Each of the 26 regional programs honor a master entrepreneur with a Lifetime Achievement Award for making a significant impact in their market. The Ernst & Young Entrepreneur of the Year Award has become the mark of world-class individuals leading world-class companies.

About Nu Skin Enterprises, Inc.

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, evidenced in its unique ageLOC™ science that addresses aging at its source. The company's anti-aging products feature the new ageLOC suite of products including the ageLOC Transformation daily skin care system, ageLOC Future Serum and the ageLOC Edition Galvanic Spa® System II, as well as the ageLOC Vitality nutritional supplement. A global direct selling company, Nu Skin operates in 52 markets worldwide and has approximately 800,000 independent distributors. Nu Skin is traded on the New York Stock Exchange under the symbol "NUS." More information is available at <http://www.nuskin.com>.

“偉人所達到並保持著的高處，並不是一飛就到的，而是他們在同伴們都睡著的時候，一步步艱辛地向上攀爬的。”

“我們不一定會因為賺很多的錢而富有，但我們可以因付出的善念而使心中富有”