

BIG PLANET DIVISION FACT SHEET

MISSION	Big Planet® is committed to bringing the benefits of technology to everyone. We accomplish this mission by leveraging the latest trends in technology, while making the technology extremely easy to use so everyone—not just people with technical skills—can fully benefit from our products and services.
COMPANY	Big Planet, a division of Nu Skin Enterprises (NYSE: NUS), is a direct selling company in the industry dedicated to bringing the benefits of technology to everyone and offering a revolutionary business opportunity in the rapidly expanding field of digital photography.
PRODUCT CATEGORIES	<p>Photomax™</p> <p>The digital imaging revolution is transforming the way we capture, view and share our memories. Big Planet has developed Photomax™, an innovative product line that meets the needs of this rapidly growing market. Photomax fulfills four key consumer needs in digital photography including photo preservation, organization, sharing and enjoyment.</p> <p><i>Photo Preservation</i> - Photo SaverSM service, exclusive to Photomax, allows customers to send in traditional photos, slides, or negatives to the Photomax Digital Imaging Lab, where they are cleaned, scanned and saved to Photomax accounts. Another Photomax exclusive product, Digital Developer™ helps the user to move all their digital photos quickly and easily from their camera to the Photomax.com Web site.</p> <p><i>Effortless Photo Organization</i> – Photomax eliminates the hassle of organizing digital photos by automatically placing them in the online “albums” anytime users add new photos to a Photomax account.</p> <p><i>Sharing Made Simple</i> – Photomax users can instantly share digital photos with family and friends by simply sending an email link with an invitation to view photos online. Users can also order high quality prints and a variety of other products directly from Photomax.</p> <p><i>Maximum Enjoyment</i> – Photomax offers an array of photo related products. These include Movie Magic™ DVDs (another Photomax exclusive), Photobooks, and hundreds of Photo specialty products including greeting cards, apparel, mugs, mousepads, calendars and more.</p> <p>Business Tools</p> <p>Big Planet provides simple but powerful Web-based tools such as BP Toolbar and BP Global Web Page to help distributors build more successful businesses.</p> <p>Additional Products</p> <p><i>BP Internet Security™</i> is the only solution designed for home and small business computers that is extremely easy to use, while providing the same advanced protection used by large businesses and organizations.</p> <p><i>Big Planet Mall</i> features millions of products in over 600 stores. Users can now purchase the most popular Nu Skin, Pharmanex and Big Planet products, all from a single login and check-out.</p>
DISTRIBUTION	Through Nu Skin Enterprises’ distributor sales force, the Big Planet division sells its

products in more than 35 countries throughout the Americas, Asia and Europe. Big Planet offers its products to consumers through a variety of direct sales avenues including the following:

- Independent Nu Skin Enterprises Distributors
- Online at www.bigplanet.com
- Toll-free order line at 800-487-1000

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