

**For Immediate Release**

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**Los Angeles Convention Center**

**NU SKIN PEELS ITS 25<sup>th</sup> YEAR  
AT THE LOS ANGELES CONVENTION CENTER**

**Los Angeles, CA (October 24, 2009)** – Nu Skin International Global Leadership show celebrated its reunion in Los Angeles on October 21-24. Over 18,000 attendees, with over 60% arriving from abroad commemorated Nu Skin’s 25<sup>th</sup> Anniversary as well as their elite pre-launch of a new anti-aging product called AgeLOC. The four day event took place at the Los Angeles Convention Center (LACC), utilizing over 232,000 square feet of exhibit space. Additionally, components of the event were hosted at the neighboring Nokia Theatre.

Nu Skin, a company culture that seeks to educate and unite the public, was a huge hit for exhibitors and attendees alike. It offered various activities and meetings that ranged from Nourish the Children Reception to Greater China Regional Meeting to beauty product stands. It also presented exclusive training regarding the AgeLOC technology.

“As our facility is committed to providing World Class service, we are privileged to be the venue of choice for Nu Skin and are truly grateful to be chosen to be part of such a pivotal and momentous mark in their company history,” said Pouria Abbassi, P.E., General Manager and CEO of the Los Angeles Convention Center.

**About the Los Angeles Convention Center (LACC)**

The Los Angeles Convention Center (LACC) is one of the most technologically advanced convention and exhibition centers in the world. LACC attracts over 2.5 million annual visitors and is renowned internationally as a prime site for conventions, trade shows and exhibitions. With its towering emerald architectural design, the LACC is a well recognized Los Angeles landmark. An integral economic component to the Southern California area, total sales from client secondary spending tops \$1.1 billion annually, generating and sustaining over 12,000 local jobs. LACC is a model environmental-friendly facility. The Los Angeles Convention Center is registered with the United States Green Building Council (USGBC) as a member of the Los Angeles and National Chapter and holds the prestigious USGBC LEED certification for existing buildings. LACC is also a proud recipient of prestigious environmental and industry awards including several Planner’s Choice Awards presented by Meeting News magazine, multiple Prime Site Awards from the Facilities and Destinations magazine, recognition for model emergency care programs, and was invited to partner with the Environmental Protection Agency’s National earth conscious WasteWise Program. For more information about the

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Los Angeles Convention Center, please call (213) 741-1151, ext. 5319 or visit [www.lacclink.com](http://www.lacclink.com).

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