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**SDA Ventures Provides Strategic Guidance to Nox Technologies in its
Acquisition by Nu Skin Enterprises**

Columbia, MD – December 18, 2012 – SDA Ventures LLC (SDA), a strategic consulting firm focused on the health & wellness and nutrition sectors, announced the successful completion of a significant engagement in the life sciences field. SDA provided strategic consulting services to Nox Technologies, Inc. (Nox) leading to its acquisition by Nu Skin Enterprises, Inc. (NYSE: NUS).

NOX is a biotechnology and biodiagnostic company based in Malvern, Pennsylvania. The acquisition of Nox by a subsidiary of Nu Skin includes the acquisition of technology and patents, including previously licensed technology used in connection with Nu Skin's anti-aging research efforts and ultimately incorporated into the development of certain ageLOC® skin care products. The acquisition also includes other intellectual property assets that Nu Skin may use in future research.

According to Thomas B. Shelton, chief executive officer of NOX Technologies, "This merger is the culmination of many years of working with Nu Skin researchers. NOX Technologies' translation of the basic science around arNOX paved the way for this unique technology to be incorporated into Nu Skin's anti-aging research and development efforts."

Shelton added, “Nox engaged SDA to assist us in assessing long-term strategic opportunities for Nox Technologies and our unique intellectual property. The professionals at SDA were instrumental in Nox’s decision to pursue a merger between Nox Technologies and Nu Skin and were key contributors in negotiating the transaction. The broad business perspective and industry expertise that SDA brought to the table revealed that the best outcome for Nox’s technology and its shareholders was the transaction with Nu Skin.”

Steve Dubin, Principal of SDA, stated, “It was great to work with the Nox management team over the past year and to participate in the events leading up to this acquisition.” Added David Abramson, Principal of SDA, “I am pleased that SDA could provide value to the Nox team during its strategic decision-making process and assist them in realizing the value of their science and hard work.”

About NOX Technologies, Inc. and arNOX

Established in 2003, NOX Technologies, Inc. is a biotechnology and biodiagnostic company focused on the identification, characterization and detection of cell surface proteins relating to aging. Through its research and development efforts, NOX Technologies identified agents that interact with age-related ECTO-NOX proteins (arNOX). arNOX proteins are a class of external NADH oxidase or ECTO-NOX proteins that are believed to reside on the external portion of cell membranes. arNOX is a unique enzymatic protein that is believed to generate superoxide at the cell surface, and superoxide has been proposed as a major cause of skin aging.

About SDA Ventures LLC

SDA Ventures LLC is based in Columbia, Maryland and was founded by former top executives of Martek Biosciences Corporation, which was acquired by Royal DSM N.V. in February 2011. SDA focuses on assisting emerging growth and middle-market companies, primarily in the health & wellness and nutritional products markets, on matters including corporate development, business acquisition, customer relations, growth strategies and corporate finance.

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