

News release

For immediate release

February 11, 2009

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Amway One by One Campaign for Children reaches 6 million children in 5 years

Now in its sixth year of operation the Amway One by One Campaign for Children impacted more than 6 million children through employees and distributors contributing 1 million employee volunteer hours and donating more than \$70 million.

“In every country and every community where Amway operates, our people are meeting unique needs of children in a powerful way.” says Dana Boals, Amway VP of Corporate Citizenship. “Our thanks go out to the thousands employees and distributors who have engaged with One by One and have made a difference - - one precious life at a time.”

The One by One Campaign for Children builds local partnerships that result in global impact. As a global business, Amway knows that different cultures have different needs. That’s why they designed the One by One Campaign to provide each market with the flexibility to forge local partnerships to address issues facing children in their community.

Amway lives their corporate values empowering individuals to reach their full potential, and by focusing efforts on improving the well-being of children, Amway through its One by One Campaign is offering children the resources they need to live, achieve, learn and play – the focus areas of One by One. A few of many One by One programs include - -

Live

In many countries, children lack the basic necessities for survival. But when they are cared for, their future is unlimited. In Thailand, children are given a new smile and a new hope for the future through an Operation Smile cleft palate surgery. Or in Kenya, where families will walk for miles to receive life-saving immunizations for a newborn child, funded through donations from Amway distributors across Europe in partnership with UNICEF. And in Mexico, a village of indigenous people living in the mountains receives milk for its children, and critical health care to ensure the survival of the next generation.

Achieve

Children have boundless potential, but they sometimes need help achieving their goals. When programs unlock the potential of children with unique needs – special abilities emerge. In Japan, employees and distributors work with Special Olympics to coordinate friendly competition and athletic performance among children with disabilities. In the United States, distributors raise funds for Easter Seals, which provides specialized therapy for kids. And in India, Braille textbooks that enable students to experience a world of imagination and understanding.

Learn

Education opens doors to a brighter future, and an understanding of the world around us. Whether it is academics, skills or cultural enrichment, Amway employees and distributors are helping children to learn and to grow. In China, Amway distributors teach classes in elementary schools for migrant children through Project Sunshine developed with the

China Children and Youth Foundation. Young students are able to follow their dreams of becoming a doctor and a CEO through scholarships funded by Taiwanese distributors. And in Malaysia, parents and families attend workshops with their children to improve the self-esteem of their children and the closeness of their family.

Play

Children grow most through rich experience, which is often found through the simple act of play. Amway involvement helps provide the space and resources for this most basic freedom. In Korea, Amway coordinates after school activities for children who would otherwise be at home alone. In a hospital in Russia, patients escape to an Amway/UNICEF-funded playroom. And in the inner-city near Amway's United States headquarters, children watch with excitement while 200 Amway employees construct a playground in a single day through a partnership with KaBOOM!.

About the Amway One by One Campaign for Children

The Amway One by One Campaign for Children (www.amwayonebyone.com) builds local relationships that result in global impact. Through One by One programs, Amway, its employees and distributors support hundreds of nonprofit organizations in more than 50 countries working to address the full spectrum of children's needs. Since 2003, the Amway One by One Campaign for Children has donated more than \$70 million to children's causes, touching the lives of 6 million children. Our employees and Business Owners have spent over 1 million hours volunteering to make life better for children around the world.

About Amway

Amway (www.amway.com) is one of the leaders in the US\$100 billion global direct-selling industry. Established in 1959 as a seller of household cleaners, Amway expanded and diversified over the years and today sees its sales led by Nutrilite food supplements, herbals and vitamins and Artistry skin care and cosmetics. Amway has helped millions of people lead better lives through consumer products, business opportunities and generous sharing with the Amway One by One Campaign for Children.

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