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Alticor wins Direct Selling Association Vision for Tomorrow Award

Alticor's One by One Campaign for Children received the Direct Selling Association (DSA) Vision for Tomorrow award during DSA's 2005 Annual Meeting, held June 5-7 at the JW Marriott Grande Lakes in Orlando, Fla.

The Direct Selling Association Vision for Tomorrow Award honors companies whose community service efforts have substantially improved the quality of life where they do business. Past recipients of this award include Avon Products, Inc., Tupperware Corporation and Mary Kay Inc.

About Alticor

Alticor (www.alticor.com) is the parent company of Amway Corp., Quixtar Inc., and Access Business Group LLC. Headquartered in Ada, Michigan, USA, Alticor and its affiliates offer products, business opportunities, and product development, manufacturing and logistics services in more than 80 countries and territories worldwide. In its most recent fiscal year, the company reported worldwide sales of \$6.2 billion. For further information, please contact Alticor's media information line at 616.787.7565 or e-mail Alticor's media relations staff at mediainfo@alticor.com.

About DSA

The Direct Selling Association (DSA) is the national trade association of the leading firms that manufacture and distribute goods and services sold directly to consumers. More than 300 companies are members of the association, including many well-known brand names. The Association's mission is "To protect, serve and promote the effectiveness of member companies and the independent business people they represent. To ensure that the marketing by member companies of products and/or the direct sales opportunity is conducted with the highest level of business ethics and service to consumers."

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