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## **THE NUTRILITE™ BRAND AND RONALDINHO TEAM UP TO GENERATE 10 MILLION VIRTUAL “KICKS” FOR KIDS AT EVERYKICKCOUNTS.COM**

### **Football Fans Around the World Can Trigger Donation By Simply Forwarding Email Message**

**ADA, MI. (Dec. 1, 2008)** – A dynamic new online campaign supporting the NUTRILITE™ brand, featuring international soccer star and Team NUTRILITE spokesman Ronaldinho, launches today at [www.EveryKickCounts.com](http://www.EveryKickCounts.com) and soccer fans everywhere can play a part.

“The NUTRILITE brand has one the world’s most well known sports figures in Ronaldinho as a customer and spokesperson – we’re in a unique position to encourage his fans to connect with our common causes and play a part,” said John Dykhouse, Brand Manager for Amway Corporate Marketing.

By simply forwarding the virtual message (or “kick”) to friends, fans automatically trigger a donation to child focused NGOs around the world through the AMWAY ONE BY ONE™ Campaign for Children. “As the first ever global ambassador for the One by One Campaign for Children, we are thankful that Ronaldinho is sharing the spotlight once again to benefit children in need” says Kim Drabik, Manager of Amway Corporate Citizenship. “This lifts our philanthropic programs to a new level.” The more kicks generated, the more Nutrilite will donate to the AMWAY ONE BY ONE Campaign for Children. The campaign goal is to generate 10 million “kicks” worldwide.

Upon visiting [www.EveryKickCounts.com](http://www.EveryKickCounts.com), fans are encouraged to pass a virtual soccer ball to friends via email or popular social networking sites such as Facebook and Orkut. All kick emails can be tracked on the website so fans can follow their efforts of goodwill around the globe, along with a real-time donation ticker that compiles contribution totals.

“We see Every Kick Counts as a true win-win,” said Jeff Ambs, Amway’s Senior Digital Communications Manager. “All people have to do is forward this email and together, we pledge our commitment to helping children in need.”

#### **About the NUTRILITE Brand**

Nutrilite ([www.nutrilite.com](http://www.nutrilite.com)) is the world’s leading brand of vitamin, mineral and dietary supplements (based on 2007 sales). The brand is committed to total quality control of its plant concentrates from seed to tablet, and is the only global vitamin and mineral brand to grow, harvest, and process plants on their own certified organic farms. Nutrilite farms are located in California, Washington, Mexico, and Brazil.

**About the AMWAY ONE BY ONE CAMPAIGN FOR CHILDREN**

The AMWAY ONE BY ONE Campaign for Children ([www.amwayonebyone.com](http://www.amwayonebyone.com)) builds local relationships that result in global impact. Through the AMWAY ONE BY ONE Program, Amway, its employees and Independent Business Owners 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 Program has donated more than \$52 million to children's causes, touching the lives of 5.5 million children. Our employees and Business Owners have spent over 839,000 hours volunteering to make life better for children around the world.

**About Amway**

Amway ([www.amway.com](http://www.amway.com)) is one of the leaders in the US\$80 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.

**About Ronaldinho**

Ronaldinho – who has been awarded the FIFA World Player of the Year award twice (2004, 2005), as well as the European Footballer of the Year award (2005) and the FIFPro World Player of the Year award twice (2005, 2006) – is the latest addition to the elite Team NUTRILITE global roster which currently includes sprinter Asafa Powell, hurdler Liu Xiang and sprinter Sanya Richards.

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