

International Soccer Superstar Ronaldinho Signs With Nutrilite™

World's Leading Brand of Vitamin, Mineral and Dietary Supplements Taps International Icon for Global Marketing Campaign and Cause-Related Initiative

Ada, MI (February 28, 2008) – Amway Corporation announced today that it has signed two-time FIFA Player of the Year and soccer phenomenon Ronaldinho to a multi-year, global endorsement agreement to represent Nutrilite, the world's leading brand of vitamin, mineral and dietary supplements.*

The endorsement, the largest platform in the 74-year history of the Nutrilite brand, aligns Ronaldinho with other world-class athletes who endorse the Nutrilite brand, including 100-meter world record holder Asafa Powell, 110-meter hurdles world record holder Liu Xiang, and 400-meter American record holder Sanya Richards.

As part of the partnership, Ronaldinho will be featured in a multi-national marketing campaign that spans 58 countries on six continents, which was unveiled at a press conference in Barcelona. In addition, the company named him as a Nutrilite Global Spokesperson for the Amway One by One campaign for children.

"Not only is he a great fit for the Nutrilite brand, he aligns perfectly with our company values," said Candace Matthews, Chief Marketing Officer. "Like the people in our company, he's committed to achieving optimal health and encourages others to do the same. He is the consummate team player making others around him better and has fun in the process."

Ronaldinho will endorse the Nutrilite brand exclusively within the vitamin, mineral and dietary supplements as well as the protein categories. "It makes sense for me because we both believe that everyone should get the most out of what nature has given them," said Ronaldinho.

New Campaign

The star power of Ronaldinho jump starts the brand's early efforts of consumer marketing with a cadre of touch-points ranging from broadcast spots and print advertising to internet promotions and local market appearances.

As early as March, Ronaldinho will be featured on merchandising materials in the pan-European region, followed by eye-catching print and broadcast campaigns throughout Europe, the US, Latin America and Asia.

The ads, created by Kantor + Wassink, were shot by award-winning cinematographer Guillermo Navarro (Pans Labyrinth) and directed by Scott Harris. Versions of the new television spots and print advertisements are available at Nutrilite.com, along with a webcast of today's press conference.

Helping Children Goal-By-Goal

A cornerstone of the partnership includes Ronaldinho's appointment as the Nutrilite Global Spokesperson for the Amway One by One campaign for children, which was celebrated with a €700,000 donation by Amway Europe to UNICEF. At the end of 2007, the global campaign has generated \$50,000,000 (USD) and 800,000 volunteer hours to children's programs by harnessing the power of Amway global employees and three million Amway Business Owners (ABOs).

"We are very grateful for the generosity of Amway and its direct sellers, and equally thankful that Ronaldinho has such a strong interest in ensuring that children worldwide have the right to live, learn and play," said John Winston, Chief, Corporate & Foundation Fundraising for UNICEF.

For every goal that Ronaldinho scores, Nutrilite will make a donation to the Amway One by One program in all 58 countries where Amway conducts business. "Throughout my career I've been a strong advocate for children. Thanks to Nutrilite, every goal I score over the next three years will directly benefit children in need," said Ronaldinho.

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™ roster which currently includes sprinter Asafa Powell, hurdler Liu Xiang and sprinter Sanya Richards.

About the Nutrilite Brand

Nutrilite is the world's leading brand of vitamin, mineral and dietary supplements (based on 2006 sales). The company is so committed to total quality control of its plant concentrates from seed to tablet, it 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 Amway

Amway 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 One by One campaign for children.

*Based on 2006 sales.