



THE NUTRILITE™ BRAND PARTNERS WITH FOOTBALL'S MOST SUCCESSFUL CLUB – AC MILAN – IN GLOBAL MARKETING AND TRAINING PACT

***World's Leading Brand of Vitamin, Mineral and Dietary Supplements*
Becomes "Institutional Sponsor of AC Milan"***

**Cornerstone of Agreement Focuses on Scientific Collaboration of Players'
Fitness, Training and Nutritional Needs**

Ada, MI (Oct. 17, 2008) – Amway Corporation announced today that its NUTRILITE brand, the world's leading brand of vitamins, minerals and dietary supplements, has forged a sponsorship agreement with AC Milan – the most successful club in the world, which boasts 3 Intercontinental Cups, 1 FIFA Club World Cup, 7 European Champions Clubs' Cups, 5 European Super Cups and 2 UEFA Cups Winners' Cups.

The global agreement designates the NUTRILITE brand as the "Official Nutrition Supplement of AC Milan" and provides the brand with a hybrid of multi-media and promotional rights to the club over the next two years.

"Equally important to the marketing and media benefits we secured with AC Milan is the ability to be on the forefront of cutting-edge scientific research and sports training of world-class athletes through the Milanello Training Center," said Amway CMO Candace Matthews. "More specifically, by collaborating with Milan Lab, we can showcase how our NUTRILITE products help the team achieve optimal health."

Nutriline, Ronaldinho and AC Milan

Earlier this year, Amway signed two-time FIFA Player of the Year and AC Milan Forward Ronaldinho to a global endorsement agreement and named him Global Spokesperson for the Amway One by One Campaign for Children. Since 2003, Amway's philanthropic program has impacted more than 5.5 million children, contributed 839,000 employee and business owner volunteer hours and shared over \$52 million (USD) worldwide.

As part of this campaign, the NUTRILITE brand's Goal by Goal Program has committed to donating \$10,000 (USD) to the AC Milan Foundation for every goal Ronaldinho scores in Italy.

"Throughout the process of structuring this agreement with Nutrilite, we quickly learned that we share very like-minded principles and philosophies of doing business. We're both leaders in our respective fields and the corporate citizenship demonstrated by the Ronaldinho Goal by Goal campaign is a natural extension to our ongoing efforts with the AC Milan Foundation," said A.C. Milan Sales Director Mauro Tavola.

* Based on 2007 sales

About the Nutrilite Brand

NUTRILITE is the world's leading brand of vitamin, mineral and dietary supplements (based on 2007 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.

** Research conducted in 2008 by Euromonitor Consultancy.

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 through the One by One Campaign for Children.

About Amway's One by One Campaign for Children

Amway has a long history of sharing with the communities where they do business, both through volunteer efforts and charitable contributions. In 2003, Amway launched the One by One Campaign for Children to focus their philanthropic efforts on children and make a more sustainable impact on society. Through One by One, Amway, its employees and business owners support hundreds of non profit organizations in more than 50 countries working to address the full spectrum of children's needs. Amway is dedicated to offering children the resources they need to live, achieve, learn and play. For more information, visit www.amwayonebyone.com.

About AC Milan:

For more than one hundred years AC Milan has been synonymous with soccer, entertainment, emotion and success. The red and black has overall won the largest number of international trophies in the history of a soccer team. Since its founding in 1899, AC Milan has won 3 International Cups, 1 FIFA World Cup, 7 European Club Cups, 5 European Supercups, 2 UEFA Cups Winners' Cups, 17 League Championships, 5 Italian League Supercups, 5 Italian Cups. Today AC Milan is a leading entertainment company producing sporting spectacles for millions of people around the world.

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