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For Immediate Release

NUTRILITE BRAND SIGNS KURT WARNER

NFL and Super Bowl MVP Endorses Amway's World-Leading Brand of Vitamins, Minerals and Dietary Supplements

Ada, MI (December 3, 2010) – Amway North America announced today that it has signed NFL and Super Bowl MVP Kurt Warner to a multi-year endorsement agreement to represent NUTRILITE® exclusively from Amway – the world's leading brand of vitamin, mineral and dietary supplements.

“The people at Amway share the same business philosophies and family values that I apply to my professional and personal life,” said Warner. “So, in that sense, it was really easy to see why I should partner with the NUTRILITE brand together in an effort to educate consumers on the benefits of proper nutrition and help Amway's Independent Business Owners maximize their opportunities.”

The agreement marks the first time in the NUTRILITE brand's 76-year history that Amway has enlisted a professional football player to endorse its brands. Warner will represent the entire NUTRILITE product line, including vitamins, minerals, dietary supplements, as well as weight management, sports and energy products, protein bars and sports drinks.

“Kurt's life is a true American success story, and in many ways, parallels the experiences of our Independent Business Owners, many of whom have persevered to overcome obstacles to achieve success,” says Jori Hartwig, Vice President of Marketing for Amway North America. “Even after retiring from football, he continues to inspire those who lead an active lifestyle and strive to achieve optimal health, while devoting oneself to family and community.”

An additional key component to the relationship is that Amway will be making a \$50,000 donation to the Kurt Warner First Things First Foundation (FTFF). The FTFF is dedicated to impacting lives by promoting Christian values, sharing experiences and providing opportunities to encourage everyone that all things are possible when people seek to put ‘first things first.’

More details regarding activation elements featuring Kurt will be forthcoming.

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About Kurt Warner

A two-time NFL MVP and a Super Bowl MVP, Kurt Warner currently serves as an in-studio analyst for NFL Network, as well as does booth commentating for select NFL games for Fox Sports. He recently was among the final five competitors in Season 11 of ABC's hit show "Dancing with the Stars." Kurt lives in Arizona with his wife Brenda and children Zachary, Jesse Jo, Kade, Jada Jo, Elijah, and twins Sienna and Sierra. For more information on Kurt Warner, visit www.kurtwarner.org or follow Kurt on Twitter (@kurt13warner).

About the Nutrilite Brand

Nutrilite is the world's leading brand of vitamin, mineral and dietary supplements (based on 2008 sales). Amway is so committed to total quality control of its plant concentrates from seed to tablet, it offers the only global vitamin and mineral brand to grow, harvest, and process plants on its own certified organic farms. Nutrilite farms are located in California, Washington, Mexico, and Brazil.

About Amway

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.

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