



MEDIA RELEASE

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AMWAY REPORTS INCREASE IN PEOPLE JOINING, SALES

The number of Australians joining Amway increased by 15 per cent in 2009. And overnight it was announced global sales for Amway's parent company, Alticor, had risen by more than 2.3 per cent in the year ended 31 December 2009, to a record \$US8.4 billion.

The General Manager of Amway Australia, Michial Coldwell, said the global sales and the significant increase in people joining confirmed Amway Australia was on track to double its business over the next five years.

"Importantly, the number of Australians joining Amway increased by 15 per cent during 2009 – and 40 per cent of those coming on board are young people under the age of 30," he said.

"While the economic downturn obviously helped in encouraging more people to join Amway for extra cash, there is no doubt that many of those joining us were attracted by our range of world-class products and the ability to start your own business.

"No one else offers what Amway offers: a top opportunity for young people in particular, to start their own business in a low risk and flexible way. They can earn handy extra cash and learn valuable new skills.

"That may explain why more than 100,000 people in Australia and New Zealand now have their own business with Amway."

Amway launched a national advertising campaign in February 2010 to promote Amway and attract more people to the business. This will further build on the success of 2009.

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About Amway: Amway is one of the largest direct selling companies in the world, with sales of \$US8.4 billion and 13,000 employees. Locally, there are more than 100,000 Amway Independent Business Owners in Australia and New Zealand.
