



MEDIA RELEASE

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Amway advances strategy of connecting with young entrepreneurs

Amway has acquired the XS Energy brand which expands the brand's geographic reach and connects with young entrepreneurs.

XS Energy, a fantastic brand that became part of Amway's product range in 2003, appeals to the younger crowd by combining work and play – traits that are essential for job satisfaction for Gen Y.

XS connects with its consumers through lively, fun and energy-filled events like the upcoming XS LIVE this March at popular nightclub venues in Sydney, Melbourne and Brisbane.

Michial Coldwell, General Manager of Amway Australia said XS LIVE is "lifestyle branding" showing that work and play can blend together.

"In a recent study conducted by Amway, we found that no demographic is more positive about entrepreneurship than Gen Y. This new acquisition will create more opportunities for aspiring entrepreneurs," Coldwell said.

This acquisition gives Amway a stake in the rapidly growing US\$27.5 billion energy drink segment -- which is expected to grow annually by 13 percent until 2018, according to Euromonitor and Research and Markets.

This sugar free energy drink, packed with vitamins and minerals has generated over US\$1 billion in sales for Amway in the past decade, selling over 500 million cans across 40 countries.

David Vanderveen, the Co-Founder of the XS brand, has also joined Amway as the Vice President and General Manager of the XS brand. David has led the new business and brand development of XS globally since 2002, and plays a key role in developing Amway's plan to further develop and grow this brand globally.

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"I'm humbled to be partnering with Amway on the future of XS, and couldn't be happier about the opportunities we'll create for young entrepreneurs," Vanderveen said.

David Vanderveen, will be visiting Australia this weekend to promote the XS brand. This will be his first visit with the official title of Vice President, and General Manager of the XS brand with Amway.

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About Amway: Amway is a \$US11.8 billion company with 21,000 employees. Amway is the world's number one direct selling business in the world as ranked in the 2013 Direct Selling News Global 100. There are more than 100,000 Amway Independent Business Owners in Australia and New Zealand. Amway has helped more than 11 million children through our One by One Campaign for Children since 2003.