



MEDIA RELEASE

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Amway proves they are more than just a 'soap company'

Amway will host festivals in major capital cities during April and September to showcase the Amway business in a lively, fun and energy-filled environment, connecting with young entrepreneurs.

The Amway Vibe Festival gives consumers and aspiring entrepreneurs the opportunity to explore what Amway has to offer and try their award-winning health, beauty, home and energy products.

Christine Terrill, General Manager of Amway Australia and New Zealand said Amway wants to show aspiring entrepreneurs that Amway is more than just a soap company.

"In a recent study conducted by Amway, the 2015 Amway Global Entrepreneurship Report, it was found that the demographic that's most positive about entrepreneurship is the under 35 year olds. So we wanted to find a way to connect with these young aspiring entrepreneurs," Christine said.

"An interactive, fun, festival type vibe seemed the perfect opportunity to show them that we are a business that is powered by some of the most respected, award-winning, best-selling brands globally and driven by a single vision to help people live better lives," Christine added.

Amway Vibe is a free event open to everyone. There will be showbags, health and beauty expert presentations, product demonstrations, taste testing and exclusive offers.

The event will start in Melbourne on Saturday, 16 April followed by Perth, Sydney, Brisbane and Auckland in September 2016. Visit amway.com.au for more information.



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About Amway: Amway is a \$US 9.5 billion company with 19,000 employees worldwide. 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 globally helped more than 12 million children through our One by One Campaign for Children since 2003.

*Based on population data available about the specific markets and surveys conducted in China, India, Japan, Korea, Malaysia, Russia, Taiwan, Thailand, the United States and Vietnam between May 2013 - June 2014 by an independent research firm.

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