

New horizons

2005 Amway's most recent market expansion – Russia
2005 Alticor sales reached \$6.4 billion

2004 Quixtar ranks #1 in health & beauty sales and #12 overall in online sales

2003 Launch of worldwide contributions effort – One by One campaign for children

2003 iCook™ Cookware introduced

2001 Alticor adds three outside directors to its board of directors

2006 Amway China receives formal approval from China's Ministry of Commerce to conduct direct selling activities in China

2004 Co-founder Jay Van Andel dies at age 80

2002 Doug DeVos replaces Dick DeVos as Alticor president

2000 Alticor Inc. is created as parent company of Amway, Quixtar, and newly formed Access Business Group, LLC

2000 eSpring™ Water Treatment System and L.O.C.™ Plus products introduced

The next generation

1999 Quixtar Inc. launches as an online business opportunity company in North America

1997 Amway expands to Africa

1997 Amway sales force surpasses 3 million

1994 Amway Corporation purchased in full Nutrilite Products, Inc., creating a company division

1998 In July, with government approval, Amway China opens its first storefront

1998 In April, China bans direct selling, halting all multilevel marketing operations

1995 Amway opens in China

1993 Co-founder Rich DeVos retires as president, son Dick DeVos takes his place

Worldwide growth

1989 Amway sales force surpasses 1 million

1981 Amway Grand Plaza Hotel opened in the newly restored Pantlind Hotel in Grand Rapids, Michigan

1979 The U.S. Federal Trade Commission declares the Amway sales and marketing plan a legitimate multilevel sales opportunity

1973 Amway expands to Europe

1971 Amway expands overseas to Australia

1985 Amway expands to Latin America

1980 Sales pass the one billion mark, reaching \$1.1 billion estimated retail

1974 Amway expands to Asia

1972 Buys controlling interest in Nutrilite Products, Inc., the maker of NUTRILITE™ products

The early years

1968 Launch of ARTISTRY™ brand

1962 NUTRILITE™ brand introduced to Amway distributors

1965 Launch of SATINIQUE™ brand

1959 Launch of Amway's L.O.C.™ cleaning product

1959 Amway Corporation founded by Jay Van Andel and Rich DeVos

Alticor history of growth