



FOR RELEASE ON SEPTEMBER 17, 2008

Amway responds to hurricane Ike

NEWS RELEASE

ADA, Mich., September 17 2008—The Amway family of companies expresses heartfelt concern for Texas and Gulf Coast residents who are struggling to cope with the devastation in the wake of Hurricane Ike this week.

We are thankful that employees of our Gurwitch Products division in Stafford, TX and our IBOs in the area are all accounted for. While some damage was sustained to our own operations, we are grateful for what we were spared.

The company has moved quickly to help others who were not as fortunate, and we're partnering with the American Red Cross, World Vision, and Save The Children to augment the relief efforts they have under way.

Cash donations: we are sharing \$100,000 in cash immediately to the American Red Cross and Save The Children. Hygiene/cleaning kits and bulk product: we are working with World Vision to coordinate and distribute according to need. Warehouse space: we have warehouse facilities in Stafford, TX that we may be able to offer to charities working in the area.

Also, as we have done in the past, Amway Global is issuing a special SKU for our customers and IBOs to donate to Hurricane Ike relief efforts. Amway will match the donations up to an additional \$100,000.

"We're committed to sharing our resources and expertise quickly and meaningfully," said Dana Boals, Vice President of Corporate Citizenship. "At the same time, we're also looking toward the longer-term needs in this disaster, because we know people affected will face challenges for weeks and even months to come."

Our thoughts and prayers are with the affected families and volunteers working to help Texans and Gulf Coast residents recover from Hurricane Ike.

About Alticor

Alticor (www.alticor.com) is the parent company of Amway Corp., Amway Global/Quixtar North America, Access Business Group LLC and Alticor Corporate Enterprises. Headquartered in Ada, Michigan, USA, Alticor and its affiliates offer products, business opportunities, and product development, manufacturing and logistic services in more than 80 countries and territories worldwide. In its most recent financial year, the company reported worldwide sales of more than \$7.1 billion. For further information, please contact Alticor's media information line at 616-787-7565 or e-mail Alticor's media relations staff at mediainfo@alticor.com.

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