

Opening for *Achieve* magazine special edition – *Experience Amway*
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Background/history

Call out in upper corner:

Imagine starting your day knowing your efforts, time, and perseverance will benefit your personal business. Imagine that business allows you to share with others some of the best beauty, health, and home products in the direct selling industry. Imagine knowing your business was founded on the principles of Family, Freedom, Hope, and Reward. Imagine being an Amway Independent Business Owner.

Sandy Spielmaker, Vice President – Sales, North America

As many times as I've driven east on Fulton Street toward Ada, Michigan, crested the hill and looked out over the expanse of Amway World Headquarters, I still have the same reaction – WOW! The facilities stretch for more than a mile; buildings fill the valley and reach to the edge of the Thornapple River. It's impressive!

Visiting Amway, whether for the first time or the 50th, is an experience many Amway Independent Business Owners have had and it's always special. It's an opportunity to experience the magnitude of the enterprise, firsthand. It's an opportunity to meet the people who work passionately to make this business better each day and to see the resources that fuel the Amway business opportunity. Amway is a world-class organization and one of substance.

If you haven't, yet, made your first visit to Amway, we would like to offer you the opportunity to take a "virtual tour" of Amway – its offices, farms, research, and manufacturing facilities – and learn about this incredible Company through the voices of the Amway community of owners, employees, Amway IBOs, and community members. Relax and enjoy the experience. We know you will be as impressed as we are each and every day.

Welcome to Amway World Headquarters in Ada, Michigan

John Faye, Amway World Headquarters VIP tour guide, warmly greets visitors in the newly renovated Amway Welcome Center. By viewing the many displays, guests can learn about the Company's leadership in direct selling, the history of the business, the top selling brands, the commitment to free enterprise, and the commitment to children around the world.

Amway – The American Way

Amway is the legacy of two best friends unwavering desire to build "something better." While Amway (American Way) wasn't their first business to start together, it is the one that has been successful for over 50 years reaching \$9.2 billion in

sales for 2010. Founders Jay Van Andel and Rich DeVos shared one dream, “to create a business where people could make a decent living, and help others to do the same.”

A lot has happened at Amway since those early days when Rich personally delivered bottles of LOC (Liquid Organic Cleaner) to its first distributors. Jody Victor, son of Joe and Helyne Victor, remembers, “I came home from school and Rich was delivering the first truckload of LOC to my parents. I helped put the labels on and they paid me a nickel a bottle. My parents put all their faith and confidence in Rich and Jay and they never let my parents down – they kept their word and their promises.”

Amway still keeps their promises today. Over the last 50 years, the Company has never missed a payment and has paid out over \$30 billion in bonuses to Independent Business Owners (IBO) around the world.

Bob Andrews, IBO since 1970, shares why he encourages others to become part of the AMWAY™ business. “Amway has been around for over 50 years. They’re financially stable. They do business in 82 countries and territories around the world. They pay out bonuses on time. They have NUTRILITE® supplements, around since 1934 and the world’s leading brand of vitamin, mineral, and dietary supplements*; ARTISTRY® skincare and cosmetics, among the world’s top five, largest-selling premium skincare brands; and the LEGACY OF CLEAN™ brand, which has been POSITIVELY CLEAN SINCE 1959™.”

The Amway business opportunity is all about two core principles – providing the best opportunity for financial freedom and producing unique, patented, and award-winning consumer products of exceptional quality. Here’s how.

Step this way to manufacturing

The next stop on the tour is a heart of Amway products - manufacturing. It is easy for visitors to get caught up in the excitement happening all around them. Forklift trucks zip around the plant to pick up and unload tall stacks of products and materials to keep the lines running smoothly.

“Amway controls a majority of their products start to finish and encourage every employee to be part of quality control. “Every employee here is inspecting. They have the right to stop the line,” shares John Faye.

More than manufacturing.

The building that houses the manufacturing for Amway products is 3.1 million square feet, that’s a big leap from the original operation.

Dave Buttrick has been with the Company since 1969. He remembers driving by when the operation wasn’t much more than a gas station. “My brother was one of the first employees and he suggested I put my name in to work here. Dave

worked his way up in the company from his first job loading pallets to Vice President of Ada Operations. “We used to hold meetings that included 60 or 70 people and both Rich and Jay would attend” Today the manufacturing facility employs around 1,200 people, running production lines 24 hours a day, five days a week.”

“The mile-long manufacturing facilities are divided around different products and technology. The plant does aerosol, personal care, powder detergent, and air and water treatment systems. The plant also houses over 300 research and development scientists, product development teams, global business support, and the print shop that produces business materials, labels, and boxes.”

The Ada manufacturing center is one of five global manufacturing centers and the Central Warehouse ships over 30,000 items per day using 49 loading docks. Collectively there are 38 warehouse centers in 31 countries around the world. Yes, it is a busy place.

“There is this can-do attitude and spirit – it’s exciting to come to work here. You are always involved in trying to grow the business and trying new things,” shares Al Koop, retired Executive Vice President and COO, who was with the company since 1965. “There has always been a strong focus on creating high-quality products for the IBOs.

“Amway remains innovative, they stay on the cutting edge, and make investments to ensure their products are world class and accepted by the consumers in the marketplace. The product side of this business should excite anyone.” explains Steve Woods, IBO since 1981.

*Based on 2009 retail sales.