



(L to R) All Gerbar, Milton Keynes Dons, and Andy Smith, General Manager, Amway, UK and Ireland.

# Amway

## Prepares for an Exciting 2009, with Their Commitment to Change and Innovation

Following a successful outcome from a long-running court case, Amway UK and Ireland now look towards a successful future, and share some of their exciting plans with *Direct Selling News Europe*.

THE year ahead promises to be a busy one, for Andy Smith, General Manager, Amway UK and Ireland. With plans designed to underpin their new business model, ranging from sponsoring their local football club, to playing a key role at the prestigious Clothes Show London and then culminating in the important official launch of a unique UK Flagship Experience Centre in London.

In the first of these plans, Amway UK and Ireland are proud to announce their sponsorship of local Milton Keynes football club, MK Dons, where they have

become the club's 'Official Healthy Living Partner'. Amway's NUTRILITE™ products will be integrated into the players' training and nutritional regime to improve the physical performance of the team.

This sponsorship is an opportunity to generate awareness of the Amway brand at both local and national levels. MK Dons Manager Roberto di Matteo commented on the new partnership by saying, "The Club are delighted to welcome Amway as their official healthy living partner for 2009. Amway is without doubt, market leader in vitamin, mineral and dietary supplements and we strongly believe this partnership will be a huge success as Amway continues to develop their brand exposure in the UK market place."

Amway UK General Manager, Andy Smith added: "The partnership is a fantastic opportunity to increase awareness of our company, our brands and our products and to enhance the reputation of our NUTRILITE™ brand.