

EXPERIENCE THE 2011 MISS AMERICA PAGEANT LIVE IN LAS VEGAS WITH ARTISTRY SKINCARE AND COSMETICS

Artistry by Amway Introduces the “Find Your Pageant Look and Win!” Sweepstakes Offering Several Prizes, Including a Chance to See the Next Miss America Pageant Live

Ada, Mich., October 28, 2010 — The Miss America Pageant is a long-standing tradition that's been a part of many American lives, and this year one lucky winner and a friend will experience the pageant live. ARTISTRY® skincare and cosmetics, exclusively by Amway, is offering the chance to see the next Miss America crowned live in Las Vegas on January 15, 2011.

“ARTISTRY enjoys its sponsorship of Miss America and wants to share the excitement with fans. Our ‘Find Your Pageant Look and Win!’ Sweepstakes provides a fun, interactive opportunity for pageant fans to discover their own pageant beauty look and enter to win the once-in-a-lifetime opportunity to experience the next Miss America Pageant live,” comments Jori Hartwig, Vice President of Marketing for Amway North America.

Now through noon ET on December 15, 2010 those interested are invited to enter at [Facebook.com/Artistry](https://www.facebook.com/Artistry) for the “Find Your Pageant Look and Win!” Sweepstakes. One winner and a friend will enjoy the grand prize, which includes:

- Three-day, two-night trip for two to Las Vegas, Nevada from January 14 through 16, 2011
- Two tickets to experience the 2011 Miss America Pageant
- Round-trip airfare for the winner and friend, along with ground transportation from McCarran International Airport to the hotel and back
- Hotel accommodations
- Two \$500 Visa® Gift Cards to be used during the trip
- Two \$250 Visa® Gift Cards for food
- Two ARTISTRY gift bags valued at more than \$200 each

Throughout the life of the sweepstakes, nine other winners will enjoy weekly drawings to include one of the following: a \$50 gift card or a gift bag of ARTISTRY products selected by the winner. To add to the excitement, registrants can also take the “Find Your Look Quiz” at [Facebook.com/Artistry](https://www.facebook.com/Artistry), which helps participants find their very own pageant look.

Sweepstakes rules and the entry form can be found on the ARTISTRY Facebook® page at [Facebook.com/Artistry](https://www.facebook.com/Artistry). Simply “like” the page and look for the sweepstakes tab, then complete the entry form. Mailed entry forms will also be accepted. Entries must include the name, address, e-mail address, and daytime telephone number of the entrant on a 3 x 5 card mailed to: “Win a Trip to the 2011 Miss America Pageant Sweepstakes,” Kate J., SC-2N, 5101 Spaulding Plaza, Ada, MI 49355. Entries must be received by December 15, 2010, and one entry per person will be accepted. The sweepstakes is open only to legal U.S. and Canadian residents who are at least 18 years old or older.

The grand prize winner will be selected on or after December 15 at random. Similarly, weekly winners will be selected at random and announced at the end of each week leading up to December 15. Winners will be notified via e-mail or a telephone call. For more information on ARTISTRY, or to find an Amway Independent Business Owner near you, visit Amway.com/Beauty.

ABOUT ARTISTRY

The ARTISTRY brand is a global leader in premium beauty, offering unprecedented skincare solutions backed by dermatologist testing, the most advanced science, unparalleled proof of performance, and personalized service unmatched by any beauty counter in the world. ARTISTRY generates more than \$1 billion in annual global sales and has been one of the world's top five largest-selling premium skincare brands for more than ten years.*

ABOUT AMWAY

Based in Ada, Michigan, Amway is part of the Alticor group of companies, founded by the DeVos and Van Andel families. Alticor is the parent company of Amway Corporation, Access Business Group LLC, and Alticor Corporate Enterprises. The company offers consumer products and business opportunities, as

well as product development, and manufacturing and logistics services in more than 80 countries and territories worldwide. The company reported annual sales of \$8.4 billion for the year ending December 31, 2009.

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*Based on Euromonitor studies of 1998-2007 global retail sales of facial skin care and colour cosmetics.