



ALTICOR

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February 9, 2018

Laura Smith, Esq.
Legal Director
Truth in Advertising, Inc.
P.O. Box 927
Madison, CT 06443

RE: Truth In Advertising Communication dated December 18, 2017

Dear Ms. Smith:

Thank you for providing the opportunity to address the allegations raised in your letter dated December 18, 2017.

Amway recognizes and takes seriously the importance of providing consumers and potential independent distributors with an accurate and forthright picture of the Amway business. Amway's success over the last 59 years has come from its ability to provide consumers with high quality products and to provide training and guidance to many independent Amway distributors.

To that end, Amway produces and reviews business, sales, and product marketing materials. In addition, using distributor training and contract enforcement efforts, Amway independent distributors are expected to meet the same standards when they make representations about Amway products or the Amway business. Accurate advertising is a goal we share with you. We believe that this is not only good consumer protection, but good business.

Therefore, upon receipt of your letter, we investigated the posts that you brought to our attention, regardless of country of origin. While our work is still in progress, we write now to detail our findings and responsive actions to date.

While we do not agree that the posts contain false income claims, we nevertheless understand that as you reviewed these posts you had concerns about their accuracy. Thus, we examined each for potential business concerns or violations of Amway's business conduct rules and distributor contract obligations. Where we believed that the content of the post could be misunderstood, or suggested a potential failure to comply with our rules of conduct or meet our contract standards, we erred on the side of caution and initiated efforts to remediate or take down the content. This included working with the authors and Amway's affiliated companies outside of the United States, with respect to posts that originated in those countries. To date, we can

report that the majority of the posts you brought to our attention have been taken down, and efforts are underway to address the others. More specifically, to date, 16 of the 20 social media posts have been removed or taken down. Work continues on a few more as we have had difficulty identifying a poster, or getting someone to take action. Others are still being investigated.

As others have pointed out, the Internet has been disruptive to many business models. In the case of some posts where an author is hard to identify, or uncooperative, or where Internet hosts are not responsive, there is a quality control process that we will continue to follow to make sure that the Amway business is correctly and fairly represented.

Our response to your letter is a sincere attempt to remediate and as such cannot be taken as an admission against interest for Amway or any independent Amway distributor. There is some additional context for some of these posts which we may be able to discuss.

In the future if you identify any posts or concerns, or if you have additional information about the source of any posts discussed here, please do not hesitate to contact me.

Sincerely,



Michael A. Mohr

cc: Joseph Mariano, President Direct Selling Association
Jared O. Blum, Esq., DSA Code of Ethics Administrator