

NFL's Kurt Warner Endorses NUTRILITE®

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ADA, Mich.–NFL and Super Bowl MVP **Kurt Warner** is now representing NUTRILITE®, according to **Amway North America**, which announced the multi-year endorsement agreement. Warner will represent the entire NUTRILITE product line, including vitamins, minerals, dietary supplements, as well as weight management, sports and energy products, protein bars and sports drinks.

Additionally, Amway will be making a \$50,000 donation to the Kurt Warner First Things First Foundation (FTFF). The FTFF is dedicated to impacting lives by promoting Christian values, sharing experiences and providing opportunities to encourage everyone that all things are possible when people seek to put 'first things first.'

"The people at Amway share the same business philosophies and family values that I apply to my professional and personal life," Warner said. "So, in that sense, it was really easy to see why I should partner with the NUTRILITE brand together in an effort to educate consumers on the benefits of proper nutrition and help Amway's independent business owners maximize their opportunities."

The agreement marks the first time in the NUTRILITE brand's 76-year history that Amway has enlisted a professional football player to endorse its brands.

"Kurt's life is a true American success story, and in many ways, parallels the experiences of our independent business owners, many of whom have persevered to overcome obstacles to achieve success," said Jori Hartwig, vice president of marketing for Amway North America. "Even after retiring from football, he continues to inspire those who lead an active lifestyle and strive to achieve optimal health, while devoting oneself to family and community."

Nutriline is a global vitamin and mineral brand that grows, harvests, and processes plants on its own certified organic farms. Nutrilite farms are located in California, Washington, Mexico, and Brazil. Established in 1959 as a seller of household cleaners, Amway expanded and diversified over the years and today sees its sales led by NUTRILITE food supplements, herbals and vitamins and ARTISTRY® skin care and cosmetics.

A two-time NFL MVP and a Super Bowl MVP, Kurt Warner currently serves as an in-studio analyst for NFL Network, as well as does booth commentating for select NFL games for Fox Sports. He recently was among the final five competitors in Season 11 of ABC's hit show "Dancing with the Stars." Kurt lives in Arizona with his wife Brenda and children Zachary, Jesse Jo, Kade, Jada Jo, Elijah, and twins Sienna and Sierra.