



Press release

OPERATION SMILE VIETNAM AND AMWAY VIETNAM JOINTLY ORGANIZE OPERATION SMILE MISSION

Ho Chi Minh City, 21 September, 2009 – From 21 to 25 September 2009, Operation Smile Vietnam and Amway Vietnam continues their cooperation to provide free medical check-up and surgeries for children born with cleft lips, cleft palate and facial deformities at National Hospital of Odonto-Stomatology and My Thien Hospital, HCMC. Actor-singer Phi Hung joins Amway Vietnam’s employees and distributors as volunteer to assist with logistics operations as well as provide support and comfort to the patients.

It is estimated that 100 cleft lip and cleft palate children coming from Ho Chi Minh City, Bac Lieu, Soc Trang, Hau Giang and other Southern provinces will receive treatment during this mission. The patients will have medical check-up and tests on 21 September at National Hospital of Odonto-Stomatology, 201 Nguyen Chi Thanh St., Dist. 5, and the surgeries will take place from 22 to 25 September at My Thien Hospital, 275/4/2 Ly Thuong Kiet St., Dist. 11.

This is the third surgery mission where Amway Vietnam partners with Operation Smile, in light of “The Journey for Smile and Hope” in Vietnam, as part of Amway’s global campaign for children One by One. On top of its financial support, Amway Vietnam also sends 30 volunteers who are its employees and distributors to assist with non-medical works such as logistic operations, patients’ comfort, guidance and follow-up on children, care for the patients before and after surgery. The participation of volunteers in Amway’s One by One activities is key in raising awareness on social responsibility among businesses and partners.

Amway Vietnam’s General Director, Mr. Looe Chee Seng, said: *“As a direct selling company with a long-term vision of helping people live better lives, we are very proud that Amway’s One by One campaign and our volunteers continue to help bring smiles to the disadvantaged children. We hope the mission will benefit as many children as possible and help them integrate into a normal life.”*

There are an estimated 13,000 untreated children in Vietnam due to financial difficulties, added by an estimated 3,000 new patients born every year with cleft lips and palate deformities (based on 1:500 birth rate). The cost for a surgery executed by the local medical specialists is approximately USD150.

Mr. Nguyen Viet Phuong, Regional Director - Development for Asia-Pacific, Operation Smile Inc., said: *“The participation of Amway Vietnam and its volunteers in this program to bring back the smiles for disadvantaged children over the last years has given us a great lesson on positive changes in awareness in corporate social responsibility and community services in Asia, particularly in Vietnam. We highly appreciate the leading role of Amway as well as of our other frequent partners, without the support from which we would not be able to continue our operations in Vietnam over the last 20 years, with thousands of successful surgeries and a team of dedicated voluntary specialists.”*

It is planned that Amway Vietnam will continue its partnership with Operation Smile in a surgery mission in Can Tho for cleft lip and palate deformity children coming from Southern provinces, with the participation of international medical professionals and volunteers on the occasion of 20th anniversary of Operation Smile in Vietnam. This will mark the ever largest volunteer program in the medical history of Vietnam and Asia, conducted by Operation Smile.

About Operation Smile Vietnam

Operation Smile Inc. is a non-governmental charitable organization headquartered in the U.S., which provides free corrective facial surgeries to children suffering from cleft lip and palate deformities. It also provides education and training for local health care professionals and comprehensive medical services to its patients through care centers around the world.

Operation Smile Vietnam (OSV) is a member of Operation Smile Inc. Established in 1989, OSV now has offices in Hanoi and Ho Chi Minh City, and a comprehensive care centre in Hue. It partners with local hospitals and government agencies to conduct monthly free surgeries to children and young adults with cleft lip, cleft palate and other facial deformities throughout the country. Since its inception in 1989, OSV has helped more than 12,500 children and young adults with cleft lip and palate deformities in Vietnam. To learn more about OSV, please visit our website www.operationssmile.org or contact our offices at (04) 3936 5426 (Hanoi), or (08) 3920 7356 (HCMC).

Especially, the year of 2009 marks twenty years of operation of Operation Smile Vietnam and its journey bringing back the smiles for children in the country. To celebrate the occasion, Operation Smile Vietnam will organize various medical programs from Sep 4 to Sep 14, 2009 nation wide to provide free treatment to approximately 2,000 children. This is the corner stone for Operation Smile Vietnam's further development in the coming years, with its top vision to provide free treatment and medical care for children and adults suffering from cleft lips and cleft palates in Vietnam.

About Amway

Amway Vietnam is the 58th international market of Amway Corporation, a global leader in direct selling, headquartered in the U.S., offering products, business opportunities and manufacturing and logistics services in more than 80 countries and territories worldwide. Apart from Vietnam, Amway has manufacturing facilities in the U.S. and China.

Amway Corporation employs more than 13,000 people around the globe and provide more than 3 million distributors with an opportunity to build their Amway businesses based on retailing of hundreds of quality products ranging from home care, cosmetics and beauty to wellness and nutrition. In 2008, Amway's global sales reached USD8.2billion. Amway's corporate social responsibility is not only carried out through philanthropic programs but also by its every business activities, from manufacturing process, quality control of products and services to its rules of conduct and employment policies.

For more information, please contact:

Amway Vietnam

Mr. Nguyen Khoa My, Public Affairs Manager
391 Dien Bien Phu St., Dist. 3, HCMC
Phone : (84 8) 3925 8200
Mobile: (84) 918 010500
Email: Nguyen_Khoa_My@amway.com

or

Operation Smile Vietnam

Ms Nguyen T. Hai Duc, Program Manager
16 Ngo Quyen St., Hanoi
Phone: (84 4) 3920 7356
Mobile: (84) 9047770274
Email: thihaiduc.nguyen@operationssmile.org