

## FOR IMMEDIATE RELEASE

Contact:  
Amy Robinson  
202-452-8866  
E-mail: [arobinson@dsa.org](mailto:arobinson@dsa.org)



Date: 06/02/2009

### DSA Honors Five Companies with Industry Awards, Inducts New Members into Hall of Fame

The Direct Selling Association recently presented its 2009 annual industry awards for outstanding achievement in the areas of technology innovation, partnership, salesforce development and program excellence. The five companies honored during the association's annual meeting were **ACN Inc.**, Mary Kay Inc., Oxyfresh.com, Scentsy, Inc. and ServiceQuest.

#### **DSA Industry Awards**

The Success Award, presented in 2009 to ACN, Inc., honors direct selling member companies for excellence in areas not recognized by any other DSA award. ACN, Inc., was recognized for its "reinvention," which began with creating a comprehensive set of new business tools to provide its salesforce with a variety of resources that could be integrated into every aspect of their business—from conference calls to training sessions to conventions and beyond. The company also created a TV channel on the corporate Web site and cultivated a celebrity endorsement from Donald Trump to build excitement for the product and opportunity. The results of this three-year reinvention program are increased salesforce size, record-setting growth, dramatic increases in quarterly event attendance and an excitement they've never before seen within their salesforce.

#### **About the Direct Selling Association**

DSA is the national trade association of the leading firms that manufacture and distribute goods and services sold directly to consumers. Among its more than 250 active and pending members are companies selling both via a party-plan method and in the traditional person-to-person style. In 2007, U.S. direct sales were more than \$30.8 billion with more than 15 million direct sellers nationwide. The vast majority are independent business people – micro-entrepreneurs – whose purpose is to sell the product/service of the company they voluntarily choose to represent. Approximately 90 percent of direct sellers operate their business part-time.

For more information on direct selling, DSA and its Code of Ethics, please visit the DSA website at [www.dsa.org](http://www.dsa.org).