



## PRESS RELEASE



### **Amtrak delivers to Virgin Vie at Home**

*04 December 2006...* Amtrak Express Parcels is delivering thousands of parcels a week for Virgin Vie At Home, one of Britain's leading Direct Selling companies. Virgin Vie At Home has a nationwide network of over 12,000 Consultants who arrange Cosmetic and Jewellery Parties at home. Amtrak provides next day deliveries to Consultants and Mail order customers from their orders received online, and via the Virgin Vie At Home Call Centre.

Virgin Vie At Home has become one of the leading cosmetic companies in the UK, alongside Chanel, Dior and Revlon. The company is now the fastest growing and second largest direct selling organisation in the UK with annual sales of £80 million. Cosmetic and Jewellery Parties have proved a big hit and around 390,000 Parties are organised at homes across the UK every year.

"Virgin Vie At Home focuses on excellent customer service and we wanted to place our deliveries with a courier that could meet our high service level demands" said Andrew Micklewright, Head of Warehousing and Distribution, Virgin Vie At Home. "Amtrak was selected for its service performance and cost effectiveness, and their IT integration and online services have been of real benefit to enhancing our customer service."

As well as the direct selling network that accounts for 86% of sales by value, Virgin Vie At Home products are also available online from their Corporate Web Site, via mail order and at 16 retail stores and outlets. Virgin Vie At Home has fully integrated their Warehouse Management System to produce Amtrak shipping labels at point of despatch. This integration allows Virgin Vie At Home's Consultant Support team to track Consultant orders. Additionally, Consultants are able to track orders through Virgin Vie At Homes Intranet.