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2013 Philanthropic Initiatives

20th Anniversary Giving

In celebration of its 20th anniversary, AdvoCare has announced the following 2013 philanthropic initiatives:

‘\$20,000 in 20 Cities’ Donation

To kick off its 20th anniversary, and in an effort to give back to the communities it serves, AdvoCare has announced it will contribute \$20,000 in 20 cities across the U.S. coinciding with its leadership training events in 2013. The \$400,000 total contribution will go to support food banks in those respective areas.

20-Hour Volunteer Pledge

AdvoCare launched a campaign at its Success School in February inspiring its more than 270,000 Distributors to commit to giving 20 hours of their time to a local charity by the Success School in August 2013. Distributors will pledge their commitment and share stories of their volunteer projects when they reconvene in August.

Operation Homefront – Platinum Sponsor

AdvoCare is a company with a strong heritage of giving back. In 2013 the company will continue as platinum sponsor of Operation Homefront, which it joined forces with in 2009. Since then, AdvoCare has contributed nearly \$1 million in cash and in-kind donations to help families of service members and wounded warriors. Additionally, AdvoCare Independent Distributors across the nation continue to dedicate time to participate in Operation Homefront programs and events.

Childress Institute for Pediatric Trauma

AdvoCare announced it will donate to the Childress Institute for Pediatric Trauma based on the performance of Richard Childress Racing NASCAR® Nationwide® Series driver Austin Dillon, pilot of the No. 3 AdvoCare Chevrolet. The Childress Institute invests resources in research, education and awareness to improve the treatment for critically injured children in the U.S.

AdvoCare is pledging \$5,000 for every win, \$2,000 for every top five finish and \$1,000 for every top 10 finish Dillon has throughout the 2013 Nationwide Series. A check for the total donation will be presented to RCR team owner and Childress Institute co-founder Richard Childress during the AdvoCare 500 NASCAR Sprint™ Cup Series Race on Nov. 10, 2013 at Phoenix International Raceway.

Race fans can follow Dillon’s progress and AdvoCare’s commitment throughout the year by visiting Dillon’s website - www.austindillon.com.