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## Success School Fact Sheet

**About**

Twice a year, thousands of AdvoCare Independent Distributors from around the country gather at Success School in North Texas for celebration, education and motivation.

Success School is a three-day event designed to energize Distributors about the AdvoCare business opportunity, and inform them of the company's recent accomplishments and activities, including new products and Distributor pin levels. Sessions include discussions regarding leadership and business-building strategies, as well real-life success stories from Distributors. Professional athlete endorsers, AdvoCare executives and special guests also make appearances and address topics relating to the direct selling industry, health and wellness products and entrepreneurship.

**Feb. 15 - 17, 2013****Success School**

20/20 Catch the Vision is the theme for the February Success School as AdvoCare celebrates its 20<sup>th</sup> year, taking place at the Fort Worth Convention Center.

- 25,000 people are expected to attend (the largest crowd ever anticipated at an event held at the Fort Worth Convention Center)
- Estimated to generate approximately \$1,869,750 in revenue for the city of Fort Worth
- Thursday – Performance by the Temptations, Leadership team to fill time capsule to commemorate 20<sup>th</sup> anniversary
- Friday – Leadership team meeting and luncheon, endorser dinner and kick-off celebration
- Saturday – Fireside chat with President George W. Bush and AdvoCare CEO Richard Wright; Performance by the Texas Tenors and the Asante African Children's Choir
- Sunday – Performances by Michael W. Smith and Andy Andrews

**August 2013****Success School**

Details to come.

**Distributor****Experiences**

“Success School is unlike any other experience. Our Distributors leave motivated, excited and armed with tools for success.” – *Richard Wright, President and CEO of AdvoCare*

"We care about each of our Distributors and want to be sure they have the support and materials they need to run a flourishing business. Throughout the three days of Success School, they get that." – *Sherri Wright, Distributor Relations*

"Congratulations AdvoCare on twenty years of building champions! I am so proud to be an AdvoCare consumer, endorser and believer for the last 11 years. AdvoCare has a passion for making a positive impact in the lives of people, whether it is health and wellness, lifestyle or the business opportunity for their Distributors." – *Drew Brees, New Orleans Saints Quarterback*

"It's called Success School for a reason. If you want to be successful and increase your financial wealth through AdvoCare, the only way to do so is by attending Success School." - *Kevin Kim, Texas*

"Success School is an environment in which people just want to help you be your best. You can pour yourself into personal development." - *Larry Carlton, Texas*

"To be in a place with so many successful people who are each willing to help you is incredible. That experience powered me up with confidence and support."  
- *Greg Smith, Ohio*

"By going to Success School, we caught the vision of and saw the integrity of the company. And our business grew even faster." - *Rebecca Plante, Texas*