



**Media Inquires:**

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## AdvoCare Timeline

- 1993** AdvoCare International is founded by Charlie Ragus.
- Norma Gillespie joins as the first AdvoCare Independent Distributor.
- The Scientific & Medical Advisory Board is established.
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- 1995** Metabolic Nutrition System (MNS®) is added to the product line.
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- 1996** Richard Petty and Mike Modano join the list of AdvoCare endorsers.
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- 1997** Dr. Sidney Stohs joins the Scientific & Medical Advisory Board. Later, he would become head of the Research & Development Team.
- AdvoCare is named the 17<sup>th</sup> fastest-growing, privately held company in the Dallas area by Southern Methodist University's Cox School of Business and goes on to achieve this award for the next seven years.
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- 2003** The AdvoCare Sports Advisory Council is formed.
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- 2005** New company logo and improved packaging design are launched.
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- 2007** Richard Wright is named President and CEO.
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- 2009** Sponsors the 2009 AdvoCare V100™ Independence Bowl in Shreveport, Louisiana, becoming the first direct selling company to sponsor a national bowl game.
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- 2010** Beginning of partnership with Operation Homefront, an organization that helps support military and their families in need.

24-Day Challenge is officially added to the product line.

Drew Brees becomes the company's first-ever National Spokesperson.

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**2011** AdvoCare is the title sponsor of the Sprint® Cup Series race at Atlanta Motor Speedway and is the primary sponsor for Nationwide® Series driver, Austin Dillion and the No. 3 Chevy.

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**2012** AdvoCare reaches a record year in sales.

AdvoCare becomes the first-ever jersey sponsor for the Major League Soccer team, FC Dallas.

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**2013** Jan. 1, 2013 set a record for one-day sales.

AdvoCare teams up with Independent Distributors to launch the *Can You 24* AdvoCare Workout DVD Series.