



MEDIA CONTACT

Kerri Fulks

972.499.6617

kerri.fulks@hck2.com

FOR IMMEDIATE RELEASE

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AdvoCare President and CEO Richard Wright Named Ernst & Young Entrepreneur Of The Year® 2013 Award Winner

Recognized for significant business growth, innovation and commitment to community

(PLANO, TX) – [AdvoCare International](#) (AdvoCare) president and CEO, Richard Wright, was named among the 2013 Ernst & Young Entrepreneur Of The Year® Award winners in Southwest Area North, Saturday, June 22, 2013. The award recognizes outstanding high-growth entrepreneurs who demonstrate excellence and extraordinary success in such areas as innovation, financial performance and personal commitment to their businesses and communities. The finalists and winners were selected by an independent panel of judges and honored at a gala event at the Sheraton Dallas Hotel.

“On behalf of AdvoCare, I’m honored to be named an Ernst & Young Entrepreneur Of The Year® recipient,” said Richard Wright, president and CEO of AdvoCare. “Our Distributors embody the entrepreneurial spirit every day. Given this is our 20th anniversary, it is even more significant to be recognized and to see our longstanding commitment over the years pay off.”

AdvoCare has grown from a handful of Independent Distributors in its first year to more than 300,000 today. Richard Wright took the helm as president and CEO in 2007. Since he joined the organization, the Distributor base has grown 10 times over. Due to its consistent growth over the years, AdvoCare has also been the recipient of Southern Methodist University’s Cox School of Business *Dallas 100 Award* seven times.

For its 20th anniversary this year, AdvoCare celebrated with its ‘20 in 20’ campaign, where it gave away \$20,000 to food banks in 21 cities across the nation, for a total donation of \$420,000 to the communities it serves.

Now in its 27th year, the Entrepreneur Of The Year Program has expanded globally to recognize company builders in more than 140 cities and in more than 50 countries throughout the world. Regional award winners go on to compete at the national level. Award winners in several national categories, as well as the National Ernst & Young Entrepreneur Of The Year Overall Award winner, will be announced at the annual awards gala in Palm Springs, Calif., on Nov. 16, 2013. The awards are the culminating event of the Ernst & Young Strategic Growth Forum®, the nation’s most prestigious gathering of high-growth, market-leading companies.

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About AdvoCare International, LP

Since 1993, AdvoCare has offered general nutrition, weight loss, energy and sports performance products of the highest quality developed through comprehensive research and backed by a Scientific & Medical Advisory Board. AdvoCare offers more than 70 exclusive products and a business opportunity that empowers individuals to explore their ultimate potential. AdvoCare is headquartered in Plano, Texas. For more information on AdvoCare, visit www.advocare.com or call 800-542-4800.

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