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**Eleventh Oldest College Bowl Game Becomes AdvoCare V100™ Bowl**

*AdvoCare announces fifth year as sponsor of Shreveport's post-season college football game*

(PLANO, TX) – [AdvoCare International, LP](#) (AdvoCare), along with The Independence Bowl Foundation, today announced that for the fifth-consecutive year AdvoCare will be the title sponsor of Shreveport's post-season college football game, which will now be called the AdvoCare V100™ Bowl. AdvoCare signed on as the Bowl's fifth title sponsor in 2009. For the past four years, the Bowl has been called the AdvoCare V100™ Independence Bowl.

"With a new name and new logo, our dedication to this bowl game and the city of Shreveport-Bossier not only continues, but grows even stronger. The new name helps enhance all of our efforts in making the AdvoCare V100™ Bowl a top 10 bowl game in the nation – a win for Shreveport-Bossier, AdvoCare and the universities who will play in the bowl each year," AdvoCare President and CEO Richard Wright said. "Thank you to The Independence Bowl Foundation and the local community for your continued support. AdvoCare is looking forward to welcoming two very deserving teams to the 2013 AdvoCare V100™ Bowl!"

In an effort to rebrand the Bowl, the leaders of AdvoCare and The Independence Bowl Foundation staff created four points as part of a vision to enhance the growth and success of the Bowl going forward:

1. Adhere to a top 10 bowl standard
2. Make the AdvoCare V100™ Bowl a desired bowl destination
3. Involve the military and express gratitude
4. Shreveport-Bossier City has one of only 35 bowls in the world, which is a direct reflection of the community

Part of AdvoCare's plan to achieve the four points is to enhance the AdvoCare V100™ Bowl's matchup in upcoming negotiations. The current selection agreements, which expire after the 2013 season, have the Bowl slated to pick ninth after the BCS in the SEC and sixth after the BCS in the ACC.

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"We are proud to announce an extension of our title sponsor partnership with AdvoCare," Independence Bowl Foundation chairman Jack Andres said. "AdvoCare has provided resources and a level of creativity that has continued to aid the Bowl's growth and stability. This bowl began 37 years ago from the vision of a small group of individuals, and is a local treasure that cannot be easily replaced. We are appreciative of all that have helped keep it alive and well."

The Independence Bowl was founded in 1976, and received its name because it was established in the year of the United States' bicentennial celebration.

In 1990, Poulan/Weed Eater became the first title sponsor of the Independence Bowl and remained in place through 1997. Since that time, the game has had three title sponsors prior to the partnership that was forged with AdvoCare.

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](http://www.advocare.com) or call 800-542-4800.

#### **About AdvoCare International, LP**

For 20 years, 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 now offers more than 70 exclusive products and a business opportunity that empowers individuals to explore their ultimate potential. AdvoCare was founded in 1993 and is headquartered in Plano, Texas. For more information on AdvoCare, visit [www.advocare.com](http://www.advocare.com) or call 800-542-4800.

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