



MEDIA CONTACT
Kerri Fulks
972.499.6617
Kerri.fulks@hck2.com

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AdvoCare to Team with Roush Fenway and Trevor Bayne in 2014

CONCORD, N.C. (Aug. 21, 2013) – AdvoCare, a premier health and wellness company, has announced it will team with Daytona 500 winner Trevor Bayne to serve as the full-time partner on the No. 6 Roush Fenway Racing (RFR) NASCAR Nationwide Series team in 2014. The No. 6 team, led by award-winning crew chief Mike Kelly, is currently competing for its third consecutive championship at the Nationwide Series level.

“AdvoCare has always valued its relationship with the motorsports community, and as we began thinking about our vision for 2014 we knew this would be a winning combination. Trevor embodies the spirit of AdvoCare through his values and integrity. He’s a true champion,” said AdvoCare President and CEO Richard Wright. “We feel the Nationwide series is our home, and that’s why we’re excited to team up with Roush Fenway Racing, Nationwide driver Trevor Bayne and the No. 6 car. This partnership is powerful for both AdvoCare and RFR and will continue in our efforts of making AdvoCare a household name. We’re looking forward to 2014.”

“We are really proud to be associated with AdvoCare,” said Bayne. “As someone who has been taking their products for quite some time, I understand the great results and benefits they deliver, and I’m excited to represent AdvoCare and all of its Independent Distributors in 2014.”

AdvoCare has served as the sponsor on the No. 3 car of Austin Dillon the past two seasons. With Dillon making the move to full-time Sprint Cup racing in 2014, the organization began the process of diligently seeking out its best option moving forward.

“AdvoCare values Austin and his team and are so grateful for the relationship we’ve built over the past few years. We are proud of the success we’ve had together and are looking forward to Austin and the No. 3 team running for the 2013 NNS Championship,” said Wright.

[Roush Fenway Racing](#) is the winningest team in NASCAR history, fielding multiple teams in the Sprint Cup and Nationwide Series’ with championship drivers Carl Edwards, Greg Biffle, Ricky Stenhouse Jr., Trevor Bayne and Travis Pastrana. Having celebrated 25 winning years in 2012, Roush Fenway is the leader in NASCAR marketing solutions, pioneering motorsport’s first team-

focused TV show and its award-winning marketing campaigns for RickyvsTrevor.com, “25 Winning Years” and Google+. Visit <http://www.RoushFenway.com>, circle on [Google+ at +Roush Fenway Racing](#), become a fan on [Facebook](#) and [Instagram](#) and follow on Twitter at [@roushfenway](#).

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 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, www.facebook.com/AdvoCare or call 800-542-4800.

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