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AdvoCare President and CEO Richard Wright Named Advisory Board Member at Southern Methodist University

Direct selling company CEO to sit on board created to strengthen spirit of free enterprise

(PLANO, TX) – [AdvoCare International](#) (AdvoCare) president and CEO, Richard Wright, today announced he has been selected as a board member of the William J. O'Neil Center for Global Markets and Freedom Advisory Board at Southern Methodist University's (SMU) Cox School of Business. His duties will begin at the first meeting scheduled for Feb. 20.

"I'm honored to be chosen as a board member," said Richard Wright, president and CEO of AdvoCare. As an advocate of free enterprise, I look forward to promoting programs that increase students' understanding of free markets and demonstrating to students how to become an asset to companies that conduct business in a globalized economy."

The board provides strategic direction for the [William J. O'Neil Center for Global Markets and Freedom](#), which was established at SMU in 2008 by William J. "Bill" O'Neil and his wife Fay C. O'Neil to study the impact of competitive market forces on freedom and prosperity in the global economy.

The center offers training for today's forward-looking individuals who recognize the importance of globalization in changing the business environment. Board members are expected to review and evaluate prospective Center programs, contribute ideas on the critical issues facing the industry, provide contacts with other industry leaders and support the Institute's marketing activities.

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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