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FOR IMMEDIATE RELEASE

Feb. 11, 2014

AdvoCare to Become New Title Sponsor of Texas Bowl

Aligns with sponsorship of AdvoCare Texas Kickoff

(PLANO, TX) – AdvoCare is the new title sponsor of the Texas Bowl, a postseason collegiate football game. Owned and operated by ESPN Regional Television (ERT), a subsidiary of ESPN, and managed locally by Lone Star Sports & Entertainment (LSSE), the Houston-based event will now be known as the AdvoCare Texas Bowl. The initial agreement is for three years through the 2016 bowl game and aligns with their sponsorship of the AdvoCare Texas Kickoff – a Labor Day weekend college football game.

Teams from the Big 12 and the Southeastern Conferences will square off at Reliant Stadium starting in December 2014. The new agreement with the SEC will give the Texas Bowl the ability to showcase two of the country's premier conferences against one another for the next six years. The extension with the Big 12 results in a higher selection order for the game. The Texas Bowl will now select after teams have been chosen for the College Football Playoff, followed by the Alamo and Russell Athletic Bowls.

"We are excited to have AdvoCare as the title sponsor of the bowl," said Clint Overby, senior director of events, ESPN Regional Television. "Having them share our vision in bookending the year with two exciting football games is a tremendous positive and provides the opportunity to continue to grow the game and showcase college football in the City of Houston."

"We are excited to expand our relationship with a Texas company like AdvoCare to celebrate the culture, heritage and football tradition of the Lone Star State through this game," said David Fletcher, executive director, AdvoCare Texas Bowl. "With the Big 12 and the SEC, two of America's elite football conferences, coming together now each year in Houston for the AdvoCare Texas Bowl, it further solidifies the city of Houston and Reliant Stadium as a premier destination for college football."

"Building brand awareness is one of our primary goals at AdvoCare, and we are proud to join the Texas Bowl in 2014 to continue in these efforts," said Mike Vaught, AdvoCare Director of Corporate Sponsorships. "The sponsorship of the AdvoCare Texas Bowl is a powerful opportunity for both AdvoCare and the Texas Bowl organization to grow even stronger. We're excited to bring AdvoCare to Houston and looking forward to December's showdown between the Big 12 and SEC!"

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The Texas Bowl will be part of a selection pool that takes place after teams are chosen for the College Football Playoff and the Capital One Bowl. Conferences will make assignments for pool bowls upon consultation with member institutions. The Belk Bowl, Gator Bowl, Liberty Bowl, Music City Bowl, and the Outback Bowl are the other games with an SEC pool selection. The addition of the SEC ensures that the conference will continue to have a major bowl presence in Texas.

The Texas Bowl has been a tremendous success both on and off the field over its first seven years. The bowl has generated an average of \$30 million per year for the Houston economy. The bowl boasts over 15,000 season ticket holders and sold over 30,000 tickets before its teams were announced last year.

Over its seven-year history, the Texas Bowl has donated over \$600,000 and over \$12 million in promotional support and publicity to DePelchin Children's Center, the bowl's official charitable beneficiary.

In the 2013 edition of the postseason game on December 27, Syracuse out of the Atlantic Coast Conference (ACC) defeated Big Ten opponent Minnesota 21-17.

About AdvoCare International, LP

For more than 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 or call 800 542-4800.

About Lone Star Sports & Entertainment

Lone Star Sports & Entertainment is an event management company founded in 2003. Since its founding, LSSE has established itself as the leading sports event promoter in Houston. In addition to the AdvoCare Texas Bowl and the AdvoCare Texas Kickoff, LSSE has emerged as a premier promoter for international soccer matches, including the 2010 MLS All-Star Game featuring Manchester United, the 2006 FC Barcelona U.S. tour, 2003 and 2008 matches between the United States and Mexico, and the 2005, 2007, 2009 and 2011 CONCACAF Gold Cups. LSSE has also reinvigorated the "Battle of the Piney Woods" rivalry between Stephen F. Austin and Sam Houston State and has promoted a pair of major concerts featuring country superstars George Strait and Kenny Chesney.

ESPN Events

[ESPN Events](#), a division of ESPN Regional Television (ERT), owns and operates a large portfolio of collegiate sporting events worldwide. The roster includes two Labor Day weekend college football games; 11 college bowl games and eight college basketball events, which accounts for approximately 200 hours of programming, reaches almost 64 million viewers and attracts over a half a million attendees each year. With satellite offices in Boise, Birmingham, Dallas-Fort Worth, Albuquerque, St. Petersburg and Las Vegas, ESPN Events builds relationships with conferences, schools and local communities, as well as providing unique experiences for teams and fans.

A subsidiary of ESPN, ERT is also the production headquarters for [ESPNU](#); syndication rights-holder and producer of national and regional shows for college conferences ([American](#), [Big 12](#), [Mid-American](#), [SEC](#)) and manages the Big 12 Corporate Partner Program.

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For more information, visit www.espnevents.com or follow on [Twitter](#) and [Facebook](#).

Collegiate Football

[AdvoCare Texas Kickoff](#) (Houston); [Birmingham Bowl](#) (Alabama); [St. Petersburg Bowl](#) (Florida); Boca Raton Bowl (Florida); [Lockheed Martin Armed Forces Bowl](#) (Dallas-Fort Worth); [Famous Idaho Potato Bowl](#) (Boise); [Gildan New Mexico Bowl](#) (Albuquerque); [Heart of Dallas Bowl Presented by PlainsCapital Bank](#) (Dallas-Fort Worth); [MEAC/SWAC Challenge presented by Disney](#) (Orlando, Fla.); [Raycom Media Camellia Bowl](#) (Montgomery, Ala.); [Royal Purple Las Vegas Bowl](#); [Hawai'i Bowl](#) (Honolulu); [Texas Bowl](#) (Houston) and [The Home Depot College Football Awards](#)

Collegiate Basketball

[Armed Forces Classic](#) (Camp Humphreys, South Korea); [Charleston Classic Presented by Gildan](#) (S.C.); [Hawaiian Airlines Diamond Head Classic](#) (Honolulu); [Jimmy V Men's & Women's Basketball Classics presented by Corona](#) (Madison Square Garden & Durham, N.C.); [Old Spice Classic](#) (Walt Disney World Resort near Orlando, Fla.); [Puerto Rico Tip-Off](#) (San Juan, PR); [State Farm Champions Classic](#) (United Center, Chicago) and [DIRECTV Wooden Legacy](#) (Orange County, Calif.)

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