



MEDIA CONTACT

Lauren Griffin

972.499.6621

lauren.griffin@hck2.com

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AdvoCare Independent Distributors Travel to D.C. to Visit with U.S. Congressmen

(PLANO, Texas) – [AdvoCare International, LP](#) (AdvoCare), a premier health and wellness company, traveled to D.C. during the week of April 7 to meet with several U.S. officials as part of the company's efforts to better engage with representatives on behalf of AdvoCare and the direct selling industry. AdvoCare executives and Independent Distributors spoke with Congressmen Pete Sessions (R-TX), Steve Southerland (R-FL), and Pat Tiberi (R-OH), as well as Senators Patty Murray (D-WA) and Chuck Grassley (R-IA), amongst others.

AdvoCare representatives met with these elected officials to discuss a number of issues relevant to the company and the industry as a whole. Major topics included protection of the independent contractor status for direct sellers and the value of direct selling to the American economy. Additionally, the group discussed the importance of highlighting available income and job opportunities in the nation, such as the business opportunity AdvoCare offers.

"The AdvoCare trip to D.C. was an opportunity to not only introduce U.S. congressmen to AdvoCare and the direct selling industry, but to also reward some of our Independent Distributors," said **Allison Levy, Vice President and Chief Legal Officer for AdvoCare**. "We truly appreciate the congressmen taking the time to learn more about AdvoCare and the industry, and look forward to many more opportunities with local and national officials."

Twenty-eight AdvoCare corporate employees and Independent Distributors spoke with the U.S. congressmen during the D.C. tour. AdvoCare Independent Distributors accounted for more than 65 percent of attendees and each had the opportunity to meet with an elected official from their respective district or state, reinforcing the support and benefits AdvoCare provides to its Distributors.

"The trip to our nation's capital was a special experience," said **Scott McGihon, a California-based AdvoCare Independent Distributor**. "Seeing and hearing about the history of our country was amazing, but the best part was hearing how passionate our elected representatives are about serving the American people."

In addition to speaking with U.S. representatives, Independent Distributors visited the Direct Selling Association (DSA) offices. The group visited with President Joseph Mariano and

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Executive Vice President and Chief Operating Officer Adolfo Franco about the current landscape of direct selling and how DSA works to protect the AdvoCare business opportunity for future generations. Through these initiatives, AdvoCare provides a platform for its Independent Distributors to engage with their elected officials and trade associations regarding key issues that affect their business opportunity.

For more information about AdvoCare or how to become an AdvoCare Independent Distributor, please visit www.advocare.com.

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 the Direct Selling Association

DSA is the national trade association of the leading firms that manufacture and distribute goods and services sold directly to consumers. Among its more than 240 active and pending members are companies selling both via a party-plan method and in the traditional person-to-person style. In 2012, U.S. direct sales were more than \$31.6 billion with nearly 16 million direct sellers nationwide. The vast majority are independent business people—micro-entrepreneurs—whose purpose is to sell the product/service of the company they voluntarily choose to represent. Approximately 90 percent of direct sellers operate their business part time.

For more information on direct selling, DSA and its Code of Ethics, please visit DSA's website, www.dsa.org.

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