



FOR IMMEDIATE RELEASE  
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### **ADVOCARE STATEMENT**

RE: ESPN COVERAGE TITLED “DREW BREES HAS A DREAM HE’D LIKE TO SELL YOU”

We are disappointed in the tone and angle of the ESPN article and related broadcast coverage targeting AdvoCare, our relationship with National Spokesperson, Drew Brees, and other sports partners.

AdvoCare has changed the lives of thousands who use our products, as well as thousands who choose to earn supplemental income by selling AdvoCare products. All AdvoCare endorsers start as product users first and endorse our products because of the results.

Our nearly one million registered customers and Independent Distributors have a choice on how they engage with AdvoCare – from personally using our high-quality, premium products; selling them to friends or family or putting in the work required to build a business.

We take pride in the ethics, integrity and transparency of our direct selling business model. We publish and make annual income data available, ranging from the number of Distributors engaging with AdvoCare to average and total compensation paid by AdvoCare.

As with any business, growth and success can be derived from any number of factors including hard work and diligence, but it is also important to understand the definition of success is different for everyone. AdvoCare’s Income Disclosure Statement and robust training makes it clear that for most, the income opportunity works best as a part-time business. While some Distributors have made AdvoCare their full-time business, we would never encourage anyone to give up a full-time job to pursue AdvoCare.

It is regretful that the ESPN coverage focused its perspectives so heavily on a small number of disgruntled former Distributors who were dishonest and misleading in their experiences with AdvoCare - including the on-air disclosure from one that he lied to potential customers about his earnings. AdvoCare takes its guidelines and trainings very seriously and does not tolerate the dishonesty represented in this story.

AdvoCare cooperated with ESPN throughout the interview process including several follow-up conversations and responses to questions which they chose not to publish. The lack of balanced or fair coverage represented by ESPN is obvious and troubling. To view video excerpts of the ESPN interview, [click here](#).

We are committed to providing excellent health and nutritional products to our customers and Distributors and to maintaining the high-level of integrity in which we conduct our business every day.

### Quotes from AdvoCare Partners and Endorsers:

“AdvoCare is the brand I trust. I take it as a great honor and responsibility to uphold the values of AdvoCare. I see lives that have been changed, not only as a direct result of people taking the products but also from the financial opportunity that AdvoCare provides for its Distributors.”

**Drew Brees**, New Orleans Quarterback and AdvoCare National Spokesman

“We take great care to partner with companies like AdvoCare that support our goals as a team and share our values as an organization. We are proud to have their products in our locker room, and we appreciate their ongoing support of FC Dallas.”

**Clark Hunt**, Chairman and CEO, FC Dallas

In my nearly three decades in NASCAR motorsports, I’ve not had a better partner than AdvoCare. The professionalism, integrity and passion of their executives and Distributors are second to none.

**Jack Roush**, Founder and Co-Owner, Roush Fenway Racing

“Not only are we at FC Dallas proud to be a partner of AdvoCare, but we also deeply rely on the entire product line. On a personal note, I use the products daily to help with my workout recovery and dietary needs. Everything about AdvoCare is first class and we are very proud of the association.”

**Dan Hunt**, President, FC Dallas

“Through the years, I’ve had the pleasure to meet AdvoCare product users and Distributors at every level – the character and integrity of those who represent AdvoCare make me feel honored to be part of such a great company.”

**Jason Witten**, Dallas Tight End

“AdvoCare is company of integrity. From awesome products to outstanding leadership to Champion Independent Distributors, I’m proud to be a part of such a high-quality organization.”

**Rich Froning**, Four-Time Reebok CrossFit Games Champion

“AdvoCare is a company made up of quality individuals and I’m fortunate to be able to meet and speak to thousands of Distributors throughout the season. I haven’t met a group of people with more pride, integrity and passion in building a business and make a positive impact on others. I’m privileged to represent AdvoCare and its diverse base of Distributors and am proud to be a part of such an amazing company.”

**Trevor Bayne**, Driver of the No. 6 AdvoCare Ford Fusion