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FOR IMMEDIATE RELEASE

Nov. 17, 2015

AdvoCare Executives and Independent Distributors Meet with Legislators in Washington, D.C.

(PLANO, Texas) – [AdvoCare International, LP](#) (AdvoCare) met with legislators in Washington, D.C. the week of Oct. 27 as part of the company's ongoing efforts to engage with elected officials on behalf of AdvoCare and the direct selling industry.

AdvoCare executives and Independent Distributors discussed a number of issues relevant to the direct selling industry, with major topics including protection of the independent contractor status for direct sellers and the value of direct selling to the American economy. Additionally, the group discussed dietary supplement issues with elected officials from North Texas and key Congressional committees.

"Taking our Independent Distributors to Washington is an opportunity for them to form relationships with their elected officials and provide them with a constituent's perspective of the importance of our company and the value in protecting our industry's interests," said **Allison Levy, Executive Vice President and Chief Legal Officer for AdvoCare**. "We are thankful our policymakers were able to take the time to visit with us and learn more about the direct selling industry and AdvoCare."

At the Direct Selling Association's third annual Direct Selling Day on Capitol Hill, AdvoCare was well represented with more than 20 corporate employees and Independent Distributors, where each had the opportunity to meet with an elected official from their respective district or state. As a part of the Day on Capitol Hill, AdvoCare also participated in the Direct Selling Marketplace where Distributors spent time educating Capitol Hill staffers about the benefits, quality and safety of AdvoCare products.

"I appreciate the opportunity to represent our brand, but more importantly I am thankful that AdvoCare had a presence in the Day on the Hill meetings," said Laramy Gregory, a Tennessee-based AdvoCare Independent Distributor. "We truly are set apart in the stories we share, how we share them, and the ability to be recognized as a household name in a positive manner. I hope AdvoCare is able to participate in years to come."

Through these initiatives, AdvoCare provides a platform for its Independent Distributors to engage with their elected officials and trade associations regarding key issues affecting 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

Backed by the latest science, AdvoCare provides innovative nutritional, weight-management, and sports performance products. In addition, the AdvoCare business opportunity empowers individuals to explore their ultimate earning potential. AdvoCare was founded in 1993 and is headquartered in Plano, Texas. For more information about AdvoCare visit www.advocare.com. Be sure to like us on www.facebook.com/advocare and follow us on Twitter - @AdvoCare.

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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