



**IMPORTANT UPDATE: 11:30AM CST
FOR IMMEDIATE RELEASE: OCTOBER 2, 2019**

AdvoCare wishes to correct statements made by the FTC in their News Conference in Dallas, Texas on October 2, 2019:

- The FTC incorrectly stated in a press conference that AdvoCare had admitted to operating as a pyramid. This is categorically false. AdvoCare forcefully rebutted this charge in its discussions with the FTC. To this day, AdvoCare denies it operated as a pyramid.
- Additionally, the FTC incorrectly stated that AdvoCare is considering additional sales channels such as GNC, Walmart or others. This is absolutely not true as we are not considering retail channels and remain committed to our distributors and customers.

Today, AdvoCare International, L.P. (AdvoCare) finalized an agreement with the Federal Trade Commission (FTC), resolving the agency's multi-year inquiry into the structure of the company's direct sales business model. While AdvoCare fully cooperated with the FTC during their investigation, we are not in agreement with the agency's conclusions.

"We strongly disagree with the FTC allegations, but we are committed to abiding by this agreement and moving forward. The strength of AdvoCare is and always has been our highly-valued health and wellness products, which remain in great demand by our hundreds of thousands of loyal customers," says AdvoCare CEO Patrick Wright. "We will continue to stand behind our distributors, employees and customers and to uphold our values of integrity and transparency, as we have for over 25 years."

AdvoCare has always endeavored to remain compliant with FTC regulations, and we will continue to comply with the law. As part of that commitment, the company revised our business model earlier this year from a multi-level marketing model to a single-level compensation plan. Since making that change, our sales remain strong and we continue to invest in new products and to work with our distributors to provide the best possible customer experience. Also, the FTC repeatedly stated in their press conference that they are not challenging our products.

AdvoCare provides premier health and wellness products to help consumers live a healthier and more nutritionally balanced lifestyle. We remain steadfastly committed to the ethical business practices on which the company was founded. For more information about our products, please visit our website at advocare.com.

ABOUT ADVOCARE INTERNATIONAL, L.P.

At AdvoCare, We Build Champions®. Backed by credible scientific research and internationally recognized Scientific and Medical Advisory Board, AdvoCare offers premium energy, weight management, sports performance, and wellness products. AdvoCare is a privately-owned, single-level direct selling company founded in 1993 and is headquartered in Plano, Texas. For more information about AdvoCare, visit advocare.com. Connect with AdvoCare on Facebook and Instagram for the latest news and product updates. Visit the Renew by AdvoCare blog for inspirational content featuring fitness and wellness tips, motivation, testimonials, recipes and more.