



**GOLO Advertising Campaign Wins AdSphere™ Award
Top Direct-to-Consumer Television Advertisers and Brands Recognized**

Customer-focused campaign takes home win for Best of Category (Brand/DR) for Health & Fitness

NEWARK, DELAWARE – April 27, 2023 – GOLO, the nationally recognized health and wellness solutions company, has been named the winner of the Best of Category (Brand/DR) for Health & Fitness by the 2023 AdSphere™ Awards. The Award recognizes top advertisers and brands across a wide range of industry categories representing all facets of the direct-to-consumer television industry. The complete list of AdSphere™ Award winners can be found online at drmetrix.com/adsphere-awards.html

GOLO is being acknowledged for its popular testimonial-driven broadcast advertising campaign showcasing its customers' inspirational stories. The campaign is designed to demonstrate that getting healthy is not only possible but achievable and sustainable.

“We are honored to receive this award,” says Alex Razzook, Chief Growth Officer of GOLO. “We know that our customers are the face of our business, and this award is especially meaningful for us because it provides further proof that putting our customers first is the best way to share the GOLO story.”

“The direct-to-consumer television industry grew to over 22 billion on national cable and broadcast networks in 2022,” says Joseph Gray, founder of DRMetrix. Since inception, the AdSphere™ research system has expanded its monitoring coverage to over 140 networks having detected over 110 million airings, 117,00 creatives, and over 16,000 direct-to-consumer brands.

ABOUT GOLO

GOLO® products provide safe solutions to weight-loss and wellness while helping individuals transition to a healthier and sustainable lifestyle. GOLO has reached over two million people worldwide who now have a chance at healthy, sustainable, and affordable weight loss. For more information about the GOLO for Life® plan, visit www.golo.com or call 800-730-4656.

About DRMetrix

DRMetrix, an iSpot.tv company, monitors over 140 national television networks, tracking all short-form, 5-min, and long-form commercials that include web addresses, QR Codes, mobile app response, SMS, and/or toll free numbers. The AdSphere™ Awards recognizes top direct-to-consumer advertisers and brands across Brand/DR, Lead Generation, Short-Form Product, and Long-Form industry classifications.

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