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DR. PHIL MCGRAW ANNOUNCES THE FORMATION OF *THE DR. PHIL FOUNDATION*

Nonprofit Organization Focusing on Fighting Childhood Obesity

LOS ANGELES (October 22, 2003) – Dr. Phil McGraw, psychologist, best-selling author and host of the daytime television series *Dr. Phil*, has announced the formation of *The Dr. Phil Foundation*. This nonprofit organization will support Dr. Phil's commitment to fight the epidemic of obesity in America by raising and distributing funds to organizations focused on battling childhood obesity and related diseases.

"The prevalence of childhood obesity has more than doubled what it was just a generation ago. Now, nearly thirty-five percent of children are obese and seventy percent of those children will be obese as adults. We are beginning to see disorders such as diabetes, essential hypertension and osteoarthritis expressing and manifesting at much higher rates among children than ever before, all associated with obesity," said Dr. Phil. "The good news is that with the proper education and research, much of this is preventable. As a regular contributor to many charities, I am excited to create the Dr. Phil Foundation specifically dedicated to a cause that I am passionate about on a personal and professional level – the obesity crisis in America."

The Dr. Phil Foundation will be receiving funding from a variety of sources including future celebrity events, speaking engagements, endorsements, fundraisers

and personal contributions from Dr. Phil. Steve Davidson, senior grant officer of the Meadows Foundation, longtime friend and advisor to Dr. Phil, will be serving as a volunteer advisor and executive director of *The Dr. Phil Foundation*. Dr. Phil will be paying 100% of the administrative costs for the foundation.

About The Dr. Phil Foundation

The Dr. Phil Foundation is a nonprofit, charitable organization committed to supporting organizations and programs that address the emotional, physical, mental and spiritual needs of children and families. Dr. Phil McGraw, psychologist, best-selling author and host of the television series DR. PHIL established the foundation in 2003. For more information, please visit www.drphil.com or www.drphilfoundation.org.

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