

October 30, 2007



Herbalife Sponsors Danish Football Club

LOS ANGELES--(BUSINESS WIRE)--

Herbalife Ltd. (NYSE:HLF), a global nutrition and direct-selling company, announced its sponsorship of Danish Football Club Lyngby BK for the 2007/2008 season.

The deal gives Herbalife the right to on-jersey branding, as well as hospitality, PR, sampling and player appearances.

The agreement follows the highly successful sponsorship announced in March this year, making Herbalife the presenting sponsor of the L A Galaxy.

Football is the most popular spectator sport in Denmark. Statistics show that approximately one million people in Denmark are watching the game or highlights from the premier league every week, which is equivalent to about 20 percent of the population.

Lyngby BK plays in the premier league in Denmark and has won a number of titles including the Danish championship in 1983 and 1992, the Danish Cup in 1984, 1985 and 1990, the European Championship in 1992, as well as participating in the European Cup on six occasions.

Elsewhere in the company's EMEA region, Herbalife signed a contract with French Premier League team RCS Strasbourg in July designating the company as official nutrition partner.

Herbalife now sponsors more than 112 sporting events and 30 individual athletes worldwide as part of its commitment to promoting a healthy active lifestyle. In Scandinavia, the company is already an official partner of the Holmenkollstaffeten relay race in Norway, the Lidingoloppet cross country event in Sweden and the Finnish National Hockey team in Finland.

About Lyngby BK

Lyngby Boldklub was founded in 1921 and is based at Lyngby Stadion in Kongens Lyngby - in the north part of Copenhagen.

It has had 22 A-national team players, including John Helt and European Champion Henrik Larsen, who became top scorer with four goals when Denmark won the European Championship in 1992.

The Youth team is also highly successful. It currently has 15 Danish national team players for different youth national teams (Junior and Youth) and in 2006 the club won the Danish Junior Championship and was runner up in the Youth category.

About Herbalife Ltd.

Herbalife is a global network marketing company that sells weight-management, nutritional supplements and personal care products intended to support a healthy lifestyle. Herbalife products are sold in 65 countries through a network of more than 1.6 million independent distributors. The company supports the Herbalife Family Foundation and its Casa Herbalife program to bring good nutrition to children. Please visit Investor Relations for additional financial information.

Source: Herbalife Ltd.