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Herbalife Hires New Vice President for East Central Europe

LOS ANGELES--(BUSINESS WIRE)--

Herbalife Ltd. (NYSE:HLF) announced the hiring of Edyta Kurek as vice president, East Central Europe which includes Poland, Hungary, the Czech and Slovak Republics, and the Baltic States of Latvia, Lithuania, and Estonia. She will be based in Warsaw.

Kurek joins Herbalife from Oriflame, a direct-selling cosmetics company, where she held the position of managing director of their Polish operations since 2003. During that time, she helped guide the business to become the company's third largest country operation, with over 90,000 sales consultants.

Fluent in Polish, English, and Russian, Kurek has a diverse background, initially pursuing a career as a nuclear engineer after graduating with a master's degree from the Moscow University of Technology. In 1995, she left the nuclear industry and joined the fast developing fiber optic and cable communications industry, initially in sales and marketing roles, and later in country executive roles with Anixter and UPC.

Kurek joined Anixter, a world leader in communications products, in 1996 and as country general manager, successfully led the establishment and growth of their Russian business based in Moscow. In 1999, she returned to Poland as general manager of Anixter Poland. From Anixter, Kurek joined UPC Polska as their internet and new businesses director where she was responsible for the successful launch of new satellite and cable services in Poland.

Wynne Roberts, Herbalife's senior vice president for Europe, Middle East Africa, says, "Edyta has a proven track record as a sales and marketing focused executive across several markets in Eastern Europe. With passion for the direct sales industry, combined her newly found passion for Herbalife products, she will be a tremendous addition to our leadership team."

About Herbalife

Herbalife Ltd. (NYSE:HLF) is a global network marketing company that sells weight-management, nutrition, and personal care products intended to support a healthy lifestyle. Herbalife(R) 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 Herbalife Investor Relations for additional financial information.

Source: Herbalife Ltd.