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AYSO and Herbalife Announce Breakthrough Sponsor Agreement

LOS ANGELES--(BUSINESS WIRE)--

The American Youth Soccer Organization and Herbalife Ltd. (NYSE:HLF), a global nutrition and direct selling company, announced a first-ever four-year agreement that makes Herbalife the Official Nutrition Advisor and Official Health and Wellness Provider of the country's leading youth soccer organization.

Similar to Herbalife's agreement with the Los Angeles Galaxy Major League Soccer club, the AYSO sponsorship gives Herbalife the rights to display its name and logo on the front of AYSO jerseys, a first for the non-profit national organization. The agreement also includes Herbalife's presence on the AYSO Web site, signage at games, an on-site presence at national and sectional events, and a nutrition column in Play Soccer, AYSO's online publication.

"With child obesity on the rise, it is imperative to educate children and their parents about proper nutrition and how to have a healthy, active lifestyle," said Herbalife Chairman and CEO Michael O. Johnson. "Herbalife is on a mission for nutrition, while AYSO provides children, adolescents and teens an outlet to be active."

"It's a natural fit as our two organizations are engaged in improving the health of today's youth," said AYSO National President Mike Wade. The AYSO National Board of Directors unanimously approved the agreement. "We're excited about our partnership with Herbalife and the role we'll play together to reach out to kids and help educate them and their parents about the importance of healthy choices."

The AYSO was started in Los Angeles in 1964 with nine teams. Today, the organization has more than 80,000 teams, in 1100 regions serving approximately one million kids located across the U.S. Its activities are based upon its five philosophies: Everyone Plays, Balanced Teams, Open Registration, Positive Coaching, and Good Sportsmanship.

According to the United States Department of Health & Human Services, "Childhood obesity has nearly tripled for adolescents in the past two decades. The U.S. government agency points to lack of physical activity, unhealthy eating patterns or a combination of the two as the leading factors in the rise of these frightening statistics."

In July 2006, Herbalife announced the launch of the Herbalife Kids(TM) line of nutrition products that includes shakes and multivitamins with protein, fiber, and 100 percent of key nutrients kids need daily.

About Herbalife

Herbalife (NYSE:HLF) 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 1.7 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.