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Herbalife and LA Triathlon Announce Partnership Agreement

Corporate Relay Introduced

LOS ANGELES--(BUSINESS WIRE)--

Herbalife Ltd. (NYSE:HLF), a global nutrition and direct-selling company, and the Kaiser Permanente Los Angeles Triathlon announced a three-year agreement naming Herbalife the presenting sponsor and official nutrition company of the event, to be held on Sunday, September 7, 2008. For the first time, the triathlon will feature a corporate relay division where companies can field teams vying for the Herbalife Corporate Triathlon Championship.

Now in its ninth year, the Kaiser Permanente Los Angeles Triathlon presented by Herbalife is one of the city's leading sporting and fitness events attracting participants from across the country and around the world. The agreement gives Herbalife rights on all race materials, signage at the event, and booth space at the pre- and race-day expo where Herbalife independent distributors will sample products.

The 2008 event, which is part of the Lifetime Fitness Triathlon Series, has Olympic and sprint distance courses that start at Venice Beach with an ocean swim and travels 24-miles on a bike and run course through some of Los Angeles' most historic and memorable landscapes, ending downtown at the STAPLES Center.

"Health and fitness and the sport of triathlon go hand-in-hand, particularly here in Southern California," said Jack Caress, Los Angeles Triathlon race director. "Our participants have an inherent interest in nutrition and performance, and the Herbalife partnership and products will be of real importance to them. We are very excited about being able to offer this opportunity to them."

"The LA Tri is a great opportunity for company leaders to encourage their employees to lead active, healthy lifestyles by supporting teams to participate in the corporate challenge," said Herbalife Chairman and CEO Michael Johnson, who is also a triathlete. "In addition to Team Herbalife competing, along with several triathletes we sponsor from around the world, we're looking forward to our independent distributors cheering on competitors through the streets of LA."

Registration is already open for the September 7, 2008 event at www.LATriathlon.com and at www.active.com. Competition categories include age group divisions in the Olympic and sprint distances; 3-person relay teams, including the new Herbalife Corporate Triathlon Championship; and a bike-only race.

Herbalife is sponsoring nine triathlons this year around the world, among the 112 fitness and sporting events it supports. The company is the presenting sponsor of the LA Galaxy, and

recently announced its sponsorship of the American Youth Soccer Organization (AYSO). The company also supports a Wellness for Life program for employees and was voted one of the "15 Fittest Companies in America" by Men's Fitness magazine (February 2008). Over 2000 employees and independent distributors have competed on Team Herbalife in the last several years in events around the world.

Technorati Tags: triathlon, running, cycling, swimming, fitness, bike, nutrition, direct selling

About Herbalife Ltd.

Herbalife Ltd. is a global network marketing company that sells weight-management, nutrition, 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 Herbalife Investor Relations for additional financial information.

About the Kaiser Permanente Los Angeles Triathlon

The Kaiser Permanente Los Angeles Triathlon was just voted the #1 triathlon by readers of Los Angeles Sports and Fitness Magazine. It has been recognized as the "top Olympic distance triathlon to include on your racing calendar" by Inside Triathlon magazine and the "Ultimate Multi-Sport Destination" by Triathlete magazine. The Los Angeles Triathlon is one of the west coast's premier triathlon events and is a point-to-point course starting at Venice Beach, traveling through scenic Los Angeles and finishing at STAPLES Center. For more information or to register for the September 7, 2008 event, log on to www.LATriathlon.com.

Source: Herbalife Ltd.