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Herbalife Names Managing Director of its South America Region

LOS ANGELES--(BUSINESS WIRE)-- Herbalife Ltd. (NYSE: HLF) has named Patricio Cuesta as managing director, South America, with full responsibility for the company's business in the region's eight countries in which it operates. For the past five months, he has been overseeing the region in an acting capacity.

Cuesta joined the company in August 2005 as country director for Argentina. In December 2007, he became vice president of southern South America. The eight countries where the company currently conducts business in this region are Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Peru, and Venezuela.

Cuesta will continue to manage the sales and marketing functions, while working closely with Herbalife's independent Distributor leadership in the region. He has over 16 years experience managing consumer product brands and businesses in the Latin American markets, with an extensive background in sales, marketing, strategic planning, P&L and manufacturing operations.

About Herbalife Ltd.

[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 70 countries through a network of more than 1.9 million independent distributors. The company supports the [Herbalife Family Foundation](#) and its Casa Herbalife program to help bring good nutrition to children. Please visit [Investor Relations](#) for additional financial information.

Source: Herbalife Ltd.