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# Herbalife Expands Sponsorship of Viso and Begins New Partnership with HVM

## "Weight Challenge" Partner Accelerating Involvement in Racing

INDIANAPOLIS--(BUSINESS WIRE)-- HVM Racing, E.J. Viso and Herbalife are taking their relationship a big step further. The three parties are pleased to announce that the nutrition company is extending its personal sponsorship of driver E.J. Viso and beginning a new team sponsorship with HVM. The new agreements begin with the Indy 500 and will cover the remainder of the 2009 IndyCar Series season.

Herbalife announced its personal sponsorship of Viso in March and soon after partnered with HVM in its "Gotta Be Fit to Be in the Pit" team weight-loss challenge. With its expanded involvement, Herbalife will now have its name on Viso's No. 13 Honda Dallara as well as additional assets for all 2009 races.

"Herbalife was a personal sponsor of E.J.'s and we worked to help them activate their sponsorship with him, and now we are very happy to have them join the official roster of the HVM team," said Keith Wiggins, HVM Racing team principal and owner. "This three-way partnership is going to be beneficial to everyone, including our individual crew members who are working to improve their nutrition and fitness under Herbalife's guidance."

"I am excited to expand our partnership with Herbalife," said Viso. "I have been using Herbalife products for more than 10 years. Having the company put its support behind me, and now my team, is great! I hope it will lead to even bigger things with me, HVM Racing and the entire IndyCar Series."

"We started with a personal sponsorship with E.J., who is a terrific brand ambassador for our company," said Herbalife Chairman and CEO Michael O. Johnson. "The crew's weight loss challenge helped everyone get involved and get fit, and now we're proud to sponsor the entire team. I know our Distributors around the world will be excited to be involved with the entire HVM Racing team."

The HVM Racing team is in Indianapolis participating in the month-long activity leading up to the May 24 Indianapolis 500.

Technorati Tags: [Indy 500](#), [Herbalife](#), [nutrition](#), [direct selling](#)

Suggested links: [Herbalife's Del.icio.us page](#), [Herbalife on YouTube](#), [Herbalife on Twitter](#)

About HVM:

HVM is based in Indianapolis, Indiana. In its eight years of competition, the team has earned six wins, two pole positions, and an additional 16 podiums since 2001. The team finished

fourth and third, respectively, in the Champ Car championship standings in 2006 and 2007, and earned its drivers Mario Dominguez and Robert Doornbos Rookie of the Year honors in 2002 and 2007, respectively. In 2008 with driver E.J. Viso, the team earned seven top-10 finishes, including a fourth at St. Petersburg in its inaugural year in the IRL Championship.

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 products are sold in 70 countries through a network of 1.9 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.