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Herbalife Launches Comprehensive Performance Nutrition Line

New product line designed to meet the needs of the 24-hour athlete

Third-party tested for banned substances

LOS ANGELES--(BUSINESS WIRE)-- [Herbalife Ltd.](#) (NYSE:HLF) announced today the U.S. launch of the Herbalife24 product line, a comprehensive performance nutrition program designed to meet the nutritional needs of the 24-hour athlete.

Herbalife launches a comprehensive performance nutrition line to meet the needs of the 24-hour athlete (Photo: Business Wire)

Herbalife24 consists of seven products that allow athletes to customize their nutrition program based on their specific sport, day-to-day needs, and training demands. Each product is tested for banned substances (anti-doping testing) by an independent third-party laboratory (BSCG.org) assuring athletes that what they put into their bodies is exactly what is listed on the label. The line contains only natural colors, flavors, or sweeteners.

The Herbalife24 line includes:

[Formula 1 Sport](#): Dairy-based protein shake with glutamine, and 20 vitamins and minerals which lays a solid foundation for performance.

[Hydrate](#): Advanced hydration with bioavailable electrolytes, less than 15 calories and only 1 g of sugar.

[Prepare](#): Pre-workout supplement with nitric oxide precursors to support blood flow to working muscles.* Contains creatine. (Launching later this year)

[Prolong](#): A during-workout supplement to sustain performance with a dual-source carbohydrate blend and electrolytes.*

[Rebuild Endurance](#): Post-workout recovery shake with higher ratio of carbohydrates to protein for endurance athletes.

[Rebuild Strength](#): Post-workout recovery shake with higher ratio of protein to carbohydrates.

[Restore](#): Night time supplement to combat exercise-induced inflammation.* (Launching later this year)

"Herbalife24 satisfies a need in the market for a comprehensive product line designed with the diverse needs of athletes in mind," said Michael O. Johnson, the company's chairman and CEO. "It also furthers our sponsorship strategy by being able to provide our sponsored

athletes with even more targeted nutrition to meet their demanding needs."

"We understand that there is more to performance nutrition than pre-, during, and post-workout products," said John Heiss, Ph.D., director, sports and fitness for Herbalife. "This enables us to bring training and performance to the next level," Heiss adds.

Herbalife is the Official Sponsor and Nutrition Partner of the 2011 World Football Challenge and Herbalife24 is the Official Sports Drink of the 2011 World Football Challenge.

Herbalife24 is available exclusively through Herbalife independent distributors. The Herbalife24 products have a suggested retail price that starts at \$29.95. To find a distributor or learn more about the product, please visit www.Herbalife24.com.

Product photography is available upon request.

About Herbalife

[Herbalife Ltd.](http://www.Herbalife.com) (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 75 countries through a network of approximately 2.3 million independent distributors. The company supports the [Herbalife Family Foundation](http://www.HerbalifeFamilyFoundation.com) and its Casa Herbalife program to help bring good nutrition to children. Herbalife's website contains a significant amount of information about Herbalife, including financial and other information for investors at <http://ir.Herbalife.com>. The company encourages investors to visit its website from time to time, as information is updated and new information is posted.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6785287&lang=en>

Source: Herbalife Ltd.