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Future Fortified Named Official Charitable Partner of the 2012 Herbalife World Football Challenge

Goal to Raise \$65,000 to Improve Nutrition for Women and Children in Kenya

LOS ANGELES--(BUSINESS WIRE)-- Herbalife Ltd. (NYSE: HLF) announced today that Future Fortified, a public awareness campaign to improve access to good nutrition for millions of women and children around the world, will be the official charitable partner of the 2012 Herbalife World Football Challenge. Between July 18 and August 11, Future Fortified will join the soccer exhibition tournament to bring together the world's premier soccer clubs, players and fans with the goal to raise \$65,000 to provide children in Kenya with the essential nutrients needed for good health and development.

"We are thrilled to have Future Fortified chosen as the official charitable partner of the Herbalife World Football Challenge," stated Marc Van Ameringen, executive director of the Global Alliance for Improved Nutrition (GAIN), which launched the Future Fortified campaign in 2011. "This partnership provides a unique opportunity to utilize soccer, the world's most popular sport, to address malnutrition, the world's largest global health issue."

In order to raise awareness of global nutrition throughout the tournament, Herbalife will contribute \$1 to the Future Fortified campaign for every tweet from a fan, player and team using the hashtag #WFCfortified, up to \$65,000. The program will run from July 18 through August 11. In addition, individuals who donate to the Future Fortified campaign will automatically be entered to win two free VIP tickets to a Herbalife World Football Challenge match in their region. Complete details are available at www.FutureFortified.org.

A global nutrition leader and the title sponsor of the event, Herbalife helped kick-off the Future Fortified campaign with an initial commitment of 20 million home nutrition packets, small packets filled with vitamins and minerals that mothers can sprinkle onto the foods they prepare at home for their children. Herbalife made this initial contribution jointly with DSM, a leading producer of vitamins and nutritional ingredients, in response to ongoing food insecurity and drought in eastern Africa, including Kenya.

Good nutrition is critical for women and children in the 1,000 days from a woman's pregnancy to a child's second year of life, providing the essential nutrients needed for healthy pregnancies, good growth and proper development. Yet drought and escalating food prices have brought hunger and malnutrition to more than 2.4 million people in Kenya. As a result, children have alarmingly high rates of malnutrition and over 35 percent of children in Kenya are stunted. Poor nutrition in mothers and children is the underlying cause of one in three childhood deaths each year.

"Herbalife is committed to making good nutrition accessible to everyone, from soccer stars to

young children,” stated Michael O. Johnson, Herbalife’s chairman and CEO. “We are honored to be working in partnership with the Future Fortified campaign to help get children in Kenya off to the right start to reach their full potential, both on and off the field.”

To learn more, please visit: www.FutureFortified.org

About the Herbalife World Football Challenge:

One of the largest and most successful soccer exhibitions ever staged in North America, the Herbalife World Football Challenge brings together many of the world’s most accomplished and celebrated soccer clubs to play in major sports venues across the region. The event gives soccer fans the unique opportunity to see global superstars play live and experience first-hand the fast-paced, skillful competition that has made soccer the most popular sport in the world. Now in its third year, the Herbalife World Football Challenge is hosted in partnership by CAA Sports, a division of Creative Artists Agency (CAA), the world’s leading entertainment and sports agency, and Major League Soccer (MLS), the top-flight professional soccer league in the U.S. and Canada. All details regarding the 2012 Herbalife World Football Challenge including ticket information, teams, and match schedule are posted on the event’s official site, www.WorldFootballChallenge.com.

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 83 countries through a network of independent distributors. The company supports the Herbalife Family Foundation 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.

About the Future Fortified campaign and GAIN:

Future Fortified is a public awareness campaign of the Global Alliance for Improved Nutrition (GAIN) to enable individuals, businesses, and organizations to help millions of women and children around the world access to the essential nutrients they need to lead healthy, enriched lives. GAIN supports public-private partnerships to increase access to the missing nutrients in diets necessary for people, communities and economies to be stronger and healthier. With a current reach of over 610 million people in more than 30 countries, GAIN's goal is to improve the lives of 1.5 billion people within the most vulnerable populations around the world through access to sustainable nutrition solutions. For more information, visit: www.FutureFortified.org and www.GainHealth.org.

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