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## Herbalife Earns Top 100 Call Center Award From BenchmarkPortal

LOS ANGELES--(BUSINESS WIRE)-- Global nutrition company, Herbalife (NYSE: HLF), announced today that its North American call center has been recognized as a leader in its field by being placed in the Top 20 of the *Top 100 Call Center Award for 2013* from BenchmarkPortal.

The *Top 100 Call Center Award* compares the performance of contact centers throughout North America by evaluating their key metrics against industry peers. Submissions are grouped into three categories according to size and compared with its own industry. Entries are all assessed, validated and approved by certified call center experts, and the resulting submissions are scored on the basis of both quality and cost efficiency.

"Herbalife's ranking in the top 20 of this prestigious list is a testament to our incredible team of dedicated employees. It is their focus on delivering the very best experience for our distributors every time that is at the heart of this award. To be recognized as a leader amongst our peers is a great accomplishment for all of us," stated Dawn Campbell, Herbalife's vice president, worldwide call center strategy and distributor services.

Since the *Top 100 Call Center Award* is based entirely on statistical comparison with the world's largest and most respected database of call center metrics, this competition can objectively identify centers that are achieving superior results both in financial and qualitative terms.

"The Herbalife contact center achieved outstanding results when compared with centers from a wide variety of industries. This award was granted on the basis of objective, metrics-driven performance and Herbalife stood tall against its competitors, according to the world's largest database of call center metrics. This is not easy to do, and we congratulate them on their accomplishment," concluded Bruce Belfiore, CEO, BenchmarkPortal.

### About Herbalife Ltd.

Herbalife Ltd. (NYSE:HLF) is a global nutrition company that sells weight-management, nutrition and personal care products intended to support a healthy lifestyle. Herbalife products are sold in more than 80 countries to and 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 information about Herbalife, including financial and other information at [www.herbalife.com](http://www.herbalife.com).

### About BenchmarkPortal

BenchmarkPortal's activities began in 1995, and it is now a global leader in the contact center industry, providing benchmarking, certification, training, consulting and research. The

BenchmarkPortal team of professionals has gained international recognition for its innovative approach to best practices for contact centers. BenchmarkPortal hosts the world's largest database of contact center metrics, which is constantly being refreshed with new data. BenchmarkPortal's mission is to provide contact center managers with the tools and information that will help them optimize their efficiency and effectiveness in their customer communications. For more information, please call 1-800-214-8929 or visit [www.BenchmarkPortal.com](http://www.BenchmarkPortal.com).

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