

January 29, 2014



Herbalife Becomes Official Nutrition Sponsor for North Carolina Soccer Fusion

LOS ANGELES--(BUSINESS WIRE)-- [Herbalife](#) (NYSE: HLF), a leading global nutrition company, announced today that it has become the official nutrition sponsor of the North Carolina Soccer Fusion (NCSF).

The NCSF is the largest soccer organization in the Piedmont Triad, bringing together Twin City Youth Soccer and Greensboro United in a program designed to benefit advanced players in the region from U14-U18 age groups. In addition to being the jersey sponsor for the 2014-15 and 2015-16 seasons, Herbalife will provide sports nutrition products to the players and work with coaching staff to provide nutrition education and programs for parents and players.

"We're proud to partner with Herbalife as we look to develop nutrition programs that will help our players excel on the field," said Chris Little, NCSF technical director. "We understand the importance of good nutrition and we look forward to working closely with Herbalife and our players."

Herbalife officials say this agreement further demonstrates their commitment to playing an active role in the local community. "We are delighted to be involved with North Carolina Soccer Fusion and the great work they do for the boys and girls of the region. The proper nutrition is essential for any aspiring athlete, especially when they are participating in a highly competitive environment, and we look forward to working with the coaches, parents and players to help educate and support them on all aspects of nutrition," said Ibi Fleming, senior vice president and managing director for Herbalife's North America region.

This agreement is part of Herbalife's broader sponsorship program aimed at reinforcing the importance of a healthy, active life. NCSF joins more than 250 other Herbalife-sponsored athletes, teams and events including the world's best soccer player Cristiano Ronaldo, the LA Galaxy and the American Youth Soccer Organization.

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 90 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 financial and other information at www.herbalife.com.

Herbalife Ltd.
Julian Cacchioli
Direct 213-745-0519

Email julianc@herbalife.com

Source: Herbalife Ltd.