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Herbalife to Sponsor South Korean Professional Basketball Team

LOS ANGELES--(BUSINESS WIRE)-- [Herbalife](#), (NYSE: HLF) a leading global nutrition company, announced today it would keep the Seoul Samsung Thunders, a South Korean professional basketball team, well-fueled for the 2013-2014 season as their official nutrition sponsor.

The Seoul Samsung Thunders have competed in the Korean Basketball League (KBL), the pre-eminent professional men's [basketball](#) league in [South Korea](#), since the league started 17 years ago.

As part of the sponsorship, Herbalife will contribute to the physical conditioning of the team's players, coaches and trainers by providing them with high-quality, science-based nutrition products, including Formula 1 Nutritional Shake Mix, Liftoff® effervescent energy supplement and Protein Bar Deluxe.

Already familiar with Herbalife® products prior to sponsorship, Seoul Samsung Thunders players are excited to incorporate Herbalife® products into their daily nutrition regimen as they look to maximize their performances on the basketball court.

Herbalife sponsors a number of sports teams, athletes and events in South Korea, reflecting the Company's commitment to promoting healthy, active living supported by balanced nutrition. Herbalife has been the official nutrition sponsor of pro-baseball team SK Wyverns for the last three years and the official sponsor for Suwon Samsung Bluewings, a popular Korean pro-soccer team, for the past two years. Herbalife also supports traditional Korean sports, including Ssireum—a folk style of wrestling similar to Sumo—and the national Taekwondo team.

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. The Herbalife website contains financial and other information at www.herbalife.com.

Herbalife Ltd.

Mike Gutierrez, 213-745-0401

michaelgu@herbalife.com

or

HerbalifeAsia Pacific

Daliea Mohamad-Liauw, +852 3589 2643

dalieal@herbalife.com

Source: Herbalife Ltd.