

September 16, 2014



Herbalife Unveils New Herbalife24.com and Launches Extensive Digital Media Campaign

Athletes Around the World Share How Herbalife24 Helps Achieve Peak Performance

LOS ANGELES--(BUSINESS WIRE)-- [Herbalife](#) (NYSE: HLF), a leading global nutrition company, announced today the launch of its new Herbalife24 website, [Herbalife24.com](#), and a digital media campaign focused on the important role nutrition plays in an athlete's performance while training and competing.

Herbalife24 fuels athletes 24-hours a day by providing them with the nutritional support to train, recover and perform. The seven-product line is customizable, allowing athletes to determine their day-to-day needs based on activity levels and training demands.

On Herbalife24.com, Herbalife-sponsored athletes are featured as they explain the vital role Herbalife24 products play in their athletic routines. This includes professionals such as surfer Gabriel Villaran and triathlete Heather Jackson, both of whom use Herbalife24 to nourish their bodies and stay at peak performance levels. At Herbalife24.com, users and fans can engage with a host of exclusive video content, learn more about the products through interactive tools and gain insights into how to improve their own performance through videos, photos and articles.

"We are proud to introduce this new and expanded Herbalife24 campaign, which will allow us to provide even more support and resources to the thousands of athletes that choose our products and make it part of their training regimen," said Brian McKinley, vice president of sports marketing, Herbalife. "Maintaining a healthy and balanced lifestyle through nutrition is key for all athletes, whether professional or recreational. By connecting athletes and demonstrating how they are consuming Herbalife24 products, we provide people around the world with the information and support they need to take their performance and workouts to the next level."

Additionally, Herbalife asks its athletes and consumers to share, via social media, the Herbalife products they use, how they train, and how they maintain active and healthy lifestyles by using **#herbalife24**.

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 over 90 countries through and to 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 a significant amount of

financial and other information about Herbalife, 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.

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Source: Herbalife Ltd.