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Herbalife Kicks Off Triathlon Season

Participation in Coast-to-Coast Endurance Events Demonstrates Commitment to Healthy, Active Lifestyle

LOS ANGELES--(BUSINESS WIRE)-- Global nutrition company [Herbalife](#) (NYSE: HLF) kicked off a busy triathlon season this past weekend as part of a larger year-long sponsorship of major endurance events across the United States.

"We are excited to once again be involved in the sponsorship of triathlons across the country," said Michael Johnson, chairman and CEO, Herbalife. "The endurance community is one we have a longstanding relationship with, both through the events we are involved with around the world, and the successful athletes who benefit from our sports nutrition products."

For the eighth straight year, Herbalife was a sponsor of the [LA Triathlon](#) at Torrance Beach. As this year's "Official Fluid Replacement" provider for the LA Triathlon, Herbalife provided its recovery and hydration products to athletes to ensure participants received the nutrition needed to complete the triathlon. More than a thousand triathletes and approximately 350 Herbalife employees attended this weekend's event, along with many Herbalife independent members.

In the nation's capital on the same weekend, Herbalife sponsored the [D.C. Nation's Triathlon](#), one of the premier international distance triathlons in the United States. Herbalife hosted the official "Herbalife Recovery Zone" and was the title sponsor of the "Herbalife Congressional Challenge." The D.C. Nation's Triathlon, which saw 3,500 participants, includes a swim in the Potomac River, bike course through downtown D.C., and a run along Washington D.C.'s monument corridor adjacent to the nation's best known memorials and historical landmarks.

Back in California, Herbalife is also sponsoring the [Nautica Malibu Triathlon](#). As the first ever endurance event sponsorship in Herbalife's history, the Nautica Malibu Triathlon is one of the nation's most iconic triathlons and will be held in Zuma Beach on September 20, 2015. Gathering thousands of participants including the world's finest athletes, philanthropists, celebrities and supporters, the Nautica Malibu Triathlon will provide the ultimate fitness experience with a half-mile ocean swim, 18 mile bike ride and four mile run by the beach. Fundraising efforts will benefit the Children's Hospital Los Angeles' Pediatric Cancer Research Program, dedicated to curing and preventing childhood cancers.

In Chicago, Herbalife is the Official Nutrition, Wellness and Sports Performance Partner of the [2015 ITU World Triathlon Grand Final and World Championships](#). More than 6,500 triathletes from 62 countries are expected to compete next week in the ITU World Triathlon Grand Final Chicago at Grant Park. All participants, including elites, age-group athletes, para-triathletes, juniors and under-23 athletes will stay fueled through Herbalife's sports nutrition products.

Herbalife is also involved in smaller endurance events across the country, including triathlons in Newport Beach, CA; Long Beach, CA; Cleveland, OH; Eugene, OR; and Rockwall, TX.

About Herbalife:

Herbalife is a global nutrition company that has been changing people's lives with great products since 1980. Our nutrition, weight-management, energy and fitness and personal care products are available exclusively to and through dedicated Independent Herbalife Members in more than 90 countries. We are committed to fighting the worldwide problems of poor nutrition and obesity by offering high-quality products, one-on-one coaching with an Herbalife member and a community that inspires customers to live a healthy, active life.

We support the Herbalife Family Foundation (HFF) and its Casa Herbalife programs to help bring good nutrition to children in need. We also sponsor more than 190 world-class athletes, teams and events around the globe, including Cristiano Ronaldo, the LA Galaxy and champions in many other sports.

The company has over 7,800 employees worldwide, and its shares are traded on the New York Stock Exchange (NYSE: HLF) with net sales of \$5 billion in 2014. To learn more visit Herbalife.com or IAmHerbalife.com.

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Herbalife

Mike Gutierrez

213-745-0401

michaelgu@herbalife.com

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