

June 20, 2016



# Herbalife Partners with Global Football Star Cristiano Ronaldo to Launch New CR7 Drive Sports Drink

*Over 11,000 independent Herbalife members witnessed the launch at Herbalife's annual Asia Pacific Extravaganza in Seoul, Korea*

SEOUL, South Korea--(BUSINESS WIRE)-- Herbalife, a global nutrition company, officially launched its new sports drink, *CR7 Drive*, at its annual Asia Pacific Extravaganza 2016, held in Seoul, Korea from June 17-19.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20160620005415/en/>



Dr. John Heiss, Herbalife's Senior Director of Sports and Fitness, Worldwide Product Marketing, unveils CR7 Drive in Asia Pacific. (Photo: Business Wire)

Developed in collaboration with global football star Cristiano Ronaldo, *CR7 Drive*, which is part of the Herbalife24 sports nutrition range, was created to optimize sports performance and address the specific nutritional needs of casual fitness enthusiasts and professional athletes.

As a contemporary take on traditional sports drinks, *CR7 Drive* provides three

key components necessary for performance without the use of artificial flavors or sweeteners: enhanced hydration, support metabolism and energy. *CR7 Drive* is now available in Korea, Hong Kong, Japan, Macau and Taiwan, and will be launched in other markets across the Asia Pacific region in the coming months.

"As a global nutrition company, we are very excited to bring CR7 Drive to those across the Asia Pacific region," said Frank Lamberti, Herbalife's senior vice president and managing director for North Asia. "Cristiano Ronaldo is an outstanding footballer who places a high

value on good nutrition and has a huge following in the region, therefore we are absolutely thrilled to offer this sports nutrition product to the Asia Pacific market.”

With only 50 calories per scoop, *CR7 Drive* is formulated with a high glucose to fructose ratio, along with 320 mg of vital electrolytes to deliver optimal hydration when the body needs it most. *CR7 Drive* also contains vitamin B12, the essential vitamin required to support metabolism, as well as a good mix of carbohydrates to provide the energy required for top sporting performances.

The launch of *CR7 Drive* was held at Herbalife’s annual Asia Pacific Extravaganza in front of more than 11,000 independent Herbalife members. Other key Herbalife executives were also in attendance.

### **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 a 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 8,000 employees worldwide, and its shares are traded on the New York Stock Exchange (NYSE: HLF) with net sales of US\$4.5 billion in 2015. To learn more visit [Herbalife.com](http://Herbalife.com).

View source version on businesswire.com:

<http://www.businesswire.com/news/home/20160620005415/en/>

Herbalife Asia Pacific  
Daliea Mohamad-Liau, +852-3589-2643  
VP, Corporate Communications  
[dalieal@herbalife.com](mailto:dalieal@herbalife.com)

Source: Herbalife