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Herbalife Posts Fourth Video Demonstrating How Bill Ackman's Tactics Are Being Called into Question

LOS ANGELES--(BUSINESS WIRE)-- Global nutrition company Herbalife (NYSE: HLF) today announced the fourth in its latest series of videos that showcase observations by the media and other thought leaders about the motives, failed investment strategies and questionable tactics of Bill Ackman. Observers have questioned his scruples and ethics, arguing that he has put his personal agenda ahead of the interests of his investors.

The fourth video in the series, "[Ackman's Tactics Called Into Question](#)" posted today on TheRealBillAckman.com, underscores Ackman's "highly questionable" tactics and suggests they "might cross ethical and possibly legal lines," and clearly do not meet the established norms of Wall Street and standards of activist investors.

"Activist investors can, and often do, increase shareholder value by improving corporations in many ways. Yet, in the wrong hands, activist investing can do untold damage to employees, companies and our country's economy and if left unchecked and without accountability, they portend a troubling future for our financial markets," said Alan Hoffman, executive vice president, global corporate affairs, Herbalife.

For close to four years, Bill Ackman has launched a well-funded, aggressive market manipulation campaign, filled with false statements, to support his reckless \$1 billion bet against Herbalife. In addition to the investment loss for his investors, Bill Ackman said his carrying costs were approximately \$100 million annually, which when combined with the more than \$75 million he has spent on lobbying and public relations, adds up to real money.

Visit <http://www.therealbillackman.com/> to watch the video and learn more about Bill Ackman's utterly unimpressive record and questionable tactics.

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 Herbalife independent 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.

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 \$4.5 billion in 2015. The Herbalife website contains a significant amount of financial and other information about the company 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. To learn more, visit Herbalife.com or IAmHerbalife.com.

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