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Herbalife Joins Townsend Bell, Dreyer & Reinbold Racing

LOS ANGELES--(BUSINESS WIRE)--

Herbalife Ltd. (NYSE: HLF) announced an agreement that makes it the official nutritional sponsor of IndyCar Series racer Townsend Bell for the 2008 Indy Car Series.

Additionally, Herbalife is sponsoring Bell's team, Dreyer & Reinbold Racing, which includes placement on Bell's car and uniform, for the remainder of the racing season.

"Bringing Herbalife to Dreyer and Reinbold Racing is an exciting thing for us," Bell said. "Not only is it great to have another sponsor on-board, but more importantly, it's great to utilize several products that can help improve the overall health, performance, and quality of life for the guys on the team."

Herbalife will conduct a case study on the entire racing team, providing them with nutrition products and ongoing education to look into the role nutrition plays on the overall performance of the team.

Bell, 33, is a veteran racer who competed in his first Indianapolis 500 in 2006. The San Francisco native has raced in Europe and the U.S. in a variety of series including the FIA Formula 3000 Championship, 2001 Indy Light title, which he won, CART and the IndyCar Series, in which he's made 14 starts between 2004 - 08.

The agreement makes Herbalife primary sponsor on Bell's helmet which he will wear in all Indy races. Bell regularly uses Herbalife products including H3O(R) a fitness drink and Formula 1 Protein Shakes.

Bell had his start in the Indy Car Series Highlights in 2004 at the Kansas Speedway. In the April race in Japan, he finished 10th - the best finish for the team in 2008. He finished 22nd in the Indianapolis 500 in 2006 for Vision Racing; 15th in 2005 at the Michigan International Speedway for Panther Racing; and competed in 10 events for Menards/Johns Manville Racing in Nashville in 2004.

Technorati tags: Herbalife, Townsend Bell, Indy 500

[About Herbalife Ltd.](#)

Herbalife Ltd. (NYSE: HLF) is a global network marketing company that sells weight-management, nutrition, and personal care products intended to support a healthy lifestyle. Herbalife products are sold in 65 countries through a network of 1.8 million independent distributors. The company supports the Herbalife Family Foundation and its Casa Herbalife program to bring good nutrition to children. Please visit Herbalife Investor Relations for additional financial information.

About Dreyer & Reinbold Racing

Dreyer & Reinbold Racing, based in Indianapolis, was formed in 2000 with Indianapolis businessman Dennis Reinbold and driver Robbie Buhl. Their debut outing saw the team win at the Walt Disney World Speedway. Since, the team has made 165 IndyCar Series starts. Among driver alumni for the team include co-owner Buhl and previous Indianapolis 500 Champions Al Unser Jr. and Buddy Lazier. No other team has the historical ties to the Indianapolis Motor Speedway as Dreyer & Reinbold. Team co-owner Dennis Reinbold's grandfather "Pop" Dreyer built leading roadsters that raced at IMS during the 30s, 40s, and 50s. More information can be found at www.dreyerreinbold.com/racing.

Source: Herbalife Ltd.