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Herbalife Debuts Interactive Sampling Mobile

LOS ANGELES--(BUSINESS WIRE)-- Herbalife Ltd. (NYSE:HLF), a global nutrition and direct-selling company, will debut its interactive sampling mobile at the Amgen Tour of California, of which Herbalife is the official nutrition company and presenter of the sprint jersey.

Wrapped in Herbalife logos and colors, the refrigerated unit will allow Herbalife independent distributors at each stage of the race to sample Formula 1 protein shakes, along with other products. The unit also features BMI measurement for body composition and fitness-oriented video games for consumers to enjoy in a lounge-like atmosphere.

The mobile unit will travel to other company-sponsored events throughout the country. Herbalife worked with [NRG Marketing, LLC](#) to create the branded mobile unit.

Technorati Tags: [Herbalife](#)

Suggested Links: [Herbalife's Delicious page](#)

About Herbalife Ltd.

[Herbalife](#) (NYSE: HLF) is a global network marketing company that sells weight-management, nutritional supplements and personal care products intended to support a healthy lifestyle. Herbalife products are sold in 70 countries through a network of more than 1.9 million independent distributors. The company supports the [Herbalife Family Foundation](#) and its Casa Herbalife program to help bring good nutrition to children. Please visit [Investor Relations](#) for additional financial information.

About NRG Marketing, LLC

NRG Marketing, LLC was built around the concept that real experiences help people understand and connect with brands. NRG helps companies connect with consumers through creative brand activation.

NRG has been creating, designing and building exceptional brand experiences since 2003. We bring meaning to brands through the use of experience. We believe that meaning is deeper through experience.

Source: Herbalife Ltd.