

September 11, 2009



## Herbalife Becomes Official Provider of Nutritional Products to Spain's Valencia CF

LOS ANGELES--(BUSINESS WIRE)-- Herbalife Ltd. (NYSE:HLF), a global nutrition and direct-selling company, today announced that it has completed an agreement with one of Spain's leading La Liga football teams, Valencia CF, to become an official sponsor. In addition, Herbalife becomes the Official Provider of Nutritional Products.

The deal puts Herbalife's logo in first position on all Valencia match and training kit shorts. In addition, the Herbalife brand will be showcased through a variety of different media at Estadio Mestalla, Valencia CF's home stadium, and at The Sport Centre, Valencia CF's training facility. The Herbalife brand will also appear on the team bus as well as on Valencia CF's official media channels - Amunt magazine and Web site, [www.valenciacf.com](http://www.valenciacf.com).

"This deal represents a natural fit for us in terms of reflecting and showcasing Herbalife's emphasis on both good nutrition and an active lifestyle," said Edi Hienrich, senior vice president and managing director of Herbalife's Europe, Middle East and Africa region. "Nutrition is now recognized as a vitally important component of any training regime at the highest level of sport and we are looking forward to working with the team to help them achieve success."

According to Valencia CF President Manuel Llorente; "We are proud to partner with Herbalife, a prestigious worldwide brand that is showing its support for Valencia's future - a future that is growing stronger everyday. The Valencian supporters should be very grateful to Herbalife."

The deal with Valencia is Herbalife's fourth major soccer/football sponsorship after LA Galaxy in the U.S., Internazionale FC ("Inter") in Italy and FC Strasbourg in France. These relationships are part of an extensive sponsorship portfolio which includes athletes, teams and events. These sponsorships are a key element of Herbalife's brand recognition program and allow the company to demonstrate the efficacy of its products on the world stage.

Technorati Tags: [Herbalife](#), [soccer](#)

Suggested Herbalife links: [Twitter](#), [Facebook](#)

About Herbalife

[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 70 countries through a network of over 1.9 million independent distributors. The company supports the [Herbalife Family Foundation](#) and its Casa Herbalife

program to help bring good nutrition to children. Herbalife's Web site contains a significant amount of information about Herbalife, including financial and other information for investors at <http://ir.herbalife.com>. The company encourages investors to visit its Web site from time to time, as information is updated and new information is posted.

Source: Herbalife Ltd.