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## Herbalife Kicks Off 30th Anniversary Celebration

- Pays Out Record \$36.5 Million to Independent Distributors
- Launched Nutrition Advertising Blitz
- Honors Philanthropy Through Herbalife Family Foundation Award

ORLANDO, Fla.--(BUSINESS WIRE)-- The highest bonus check paid to an Herbalife independent distributor tonight was \$2 million, at a celebration of the company's 30<sup>th</sup> anniversary in Orlando, Fla. In total, a record \$36.5 million was paid to leading independent distributors from 29 countries who were among the 3,500 attending a four-day celebration.

"We have the best compensation plan in the direct-selling industry - you just don't see these kinds of numbers being paid out by other direct-selling companies," said Herbalife Chairman and CEO Michael O. Johnson. "Herbalife was a pioneer 30 years ago when it introduced its protein shake and marketing plan, and since then, the rest of the world has realized the cascading benefits of healthy nutrition and of offering people an entrepreneurial opportunity."

The company shared its message with the public through an ad blitz with multi-page advertisements touting its philosophy of 'Nutrition for a better life' in USA Today worldwide and top U.S. Spanish-language newspapers, as well as on digital billboards in Times Square and Los Angeles.

Leslie Stanford, an Herbalife distributor since 1980, who also served as an Herbalife board member from December 2002 through November 2005, received the fourth annual Herbalife Family Foundation Humanitarian Award for her philanthropic efforts, which include sponsoring PeaceJam, an organization that brings school children together with Nobel peace laureates. The award recognizes an Herbalife independent distributor who exemplifies community service and through their outstanding involvement and dedication, has made a significant contribution to changing lives.

"Inherent in the health and economic challenges facing society there's an unprecedented opportunity for Herbalife," added Johnson. "As we enter our fourth decade, I believe it will be our most impressive ever."

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

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 72 countries through a network of approximately two 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.