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# Herbalife is New Official Nutrition Partner of 2013 Guinness International Champions Cup

LOS ANGELES--(BUSINESS WIRE)-- Global nutrition company, Herbalife (NYSE: HLF), has announced that it will become the Official Nutrition Partner of the 2013 Guinness International Champions Cup. This eight-team tournament, which features some of the world's best and most prestigious football clubs from Spain, Italy, England and the United States, begins on July 27 and culminates with the championship final in Miami on August 7, 2013.

Herbalife will activate around this sports marketing platform with promotional opportunities in and around participating venues. As the Official Nutrition Partner of the event, Herbalife will also provide teams with a range of nutrition products, including its sports drink, Herbalife24 Hydrate.

The Guinness International Champions Cup, organized by Relevant Sports, a division of RSE Ventures, and broadcast by FOX, is the first-of-its-kind football tournament taking place across the globe with contests in Phoenix, San Francisco, Indianapolis, Los Angeles, New York, Miami and Valencia, Spain.

This agreement is part of Herbalife's broader sponsorship program aimed at promoting healthy and active lifestyles. Herbalife sponsors more than 150 events, teams and athletes around the world, including international football star, Cristiano Ronaldo; LA Galaxy in the U.S.; FC Pumas in Mexico; Brazilian team, Botafogo; Spartak-Moscow in Russia; and the national teams of Belgium and Venezuela.

For tickets or additional information on the Guinness International Champions Cup, please visit [www.internationalchampionscup.com](http://www.internationalchampionscup.com).

## Notes to Editors:

Participating squads:

- Real Madrid (Spain)
- Chelsea FC (UK)
- A.C. Milan (Italy)
- Juventus (Italy)
- Inter Milan (Italy)
- Valencia CF (Spain)

- Everton FC (UK)
- LA Galaxy (US)

List of US host cities:

- University of Phoenix Stadium, Glendale, AZ – Opening Round Host
- AT&T Park, San Francisco, CA – Opening Round Host
- Lucas Oil Stadium, Indianapolis, IN – Opening Round Host
- Dodger Stadium, Los Angeles, CA - Semifinal Host
- Met Life Stadium, East Rutherford, NJ – Semifinal Host
- Sun Life Stadium, Miami Gardens, FL – Finals Host

### **About Herbalife Ltd.**

Herbalife Ltd. (NYSE:HLF) is a global nutrition company that sells weight-management, nutrition and personal care products intended to support a healthy lifestyle. Herbalife products are sold in more than 80 countries to and through a network of independent distributors. The company supports the Herbalife Family Foundation and its Casa Herbalife program to help bring good nutrition to children. Herbalife's website contains information about Herbalife, including financial and other information at [www.herbalife.com](http://www.herbalife.com).

### **About Relevent Sports**

Relevent Sports brings the excitement and intensity of international soccer to the United States by showcasing the best clubs in the world through premier tournaments and events. Going beyond the game, Relevent provides an innovative approach to building international soccer presence by utilizing brand development, grassroots planning, corporate sponsors, international touring and philanthropic initiatives for the soccer organizations.

### **About RSE Ventures**

Founded in 2012 by Stephen M. Ross and Matt Higgins, RSE Ventures operates in four interrelated verticals: Sports, Entertainment, Digital, and New Ventures. The company's growing roster of companies, venues and events includes the NFL's Miami Dolphins, Sun Life Stadium, Relevent Sports and Insignia Sports & Entertainment.

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Source: Herbalife Ltd.