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Herbalife Partners with Cristiano Ronaldo to Launch Commercial Marketing Campaign: ‘CR7 Driven to Perfection’

A Global Competition to Tell the World How You Perfect Your Game; Winner to be Selected and Promoted on Ronaldo’s Facebook Account

LOS ANGELES--(BUSINESS WIRE)-- Herbalife (NYSE: HLF), a leading global nutrition company, in partnership with football star Cristiano Ronaldo, announced today the launch of “CR7 Driven to Perfection,” a social media campaign calling on fans from around the world to submit videos describing what drives them to succeed. The winning video will be highlighted on Ronaldo’s Facebook [page](#).

Ronaldo is driven to perfect his game every day and chooses Herbalife nutrition products to help fuel his success. Ronaldo has posted a video of his drive to perfection, which can be found on his [Facebook](#) and [Twitter](#) page.

“Herbalife is proud to provide Cristiano Ronaldo with the products that help fuel his drive to perfection,” said Rob Levy, executive vice president, worldwide sales and marketing, Herbalife. “Partnering with Ronaldo in this campaign gives our members and athletes around the world an opportunity to show their training regimens, workout techniques and commitment to healthy living. We look forward to seeing first-hand how consumers of our product perfect their games – whatever they may be.”

“Good nutrition is at the core of my success and the team at Herbalife help me understand the importance of what I need pre-, during and post-game, as well as how to maximize my training regime as I look to continually improve,” said Ronaldo.

Fans are encouraged to participate in the “CR7 Driven to Perfection,” campaign by posting their own* short videos [here](#) to show off their training regimens and personal commitment to achieve perfection. Tag your social media posts, photos, and videos with the hash-tag **#CR7driventoperfection**, and at the end of the campaign, the winning video will be posted by Ronaldo as his “favorite” video.

* Herbalife encourages all users to follow good social media practices when posting to this site and reserves the right at all times to remove or refuse videos submitted that contravene its social media guidelines or those containing content that is illegal, offensive or defamatory, or otherwise infringes the rights of others, including intellectual property and privacy rights.

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 over 90 countries through and to a network of independent distributors. The company supports the Herbalife Family Foundation and its Casa Herbalife program to help bring good nutrition to children. The Herbalife website contains a significant amount of financial and other information about Herbalife, for investors at <http://ir.Herbalife.com>. The company encourages investors to visit its website from time to time, as information is updated and new information is posted.

Herbalife

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