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Herbalife Takes to the Ice in Finland

LOS ANGELES--(BUSINESS WIRE)--

Herbalife Ltd. (NYSE:HLF), a global nutrition direct-selling company, announced a three year sponsorship deal with the Finnish Ice Hockey Association (FIHA), designating Herbalife as the official nutrition partner of the league. It is the first major sponsorship agreement of its kind for Herbalife in Finland.

The agreement covers the national team as well as the women's and junior teams, and provides opportunities for branding, hospitality, PR, sampling and the senior and junior teams all currently rank in the top five national ice hockey teams worldwide. As part of the deal, Herbalife will be providing product and nutritional training to each of the players from all three teams.

Herbalife sponsors more than 60 sporting events and 30 individual athletes worldwide as part of its commitment to promoting a healthy active lifestyle.

About the Finnish Ice Hockey Association

Finnish Ice Hockey Association (FIHA) represents Finland in the International Ice Hockey Federation. Its objectives are to govern, develop and promote ice hockey nationwide. There are 63,000 licensed players and 195,000 active players in Finland. FIHA employs 35 people full-time and organizes over 35,000 games per season. The estimated budget for 2007 is 14.3 million euros.

About Herbalife

Herbalife (<http://www.herbalife.com>) 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 63 countries through a network of more than one million independent distributors. The company supports the Herbalife Family Foundation (<http://www.herbalifefamily.org>) and its Casa Herbalife program to bring good nutrition to children. Please visit Investor Relations (<http://ir.herbalife.com>) for additional financial information.

Source: Herbalife Ltd.