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Herbalife Becomes Official Nutrition Sponsor of Santos FC

LOS ANGELES--(BUSINESS WIRE)-- Herbalife Ltd. (NYSE: HLF) announced a sponsorship that makes it the Official Nutrition Advisor to legendary Santos Soccer Club (Santos FC), Pele's former soccer team.

The one-year agreement is an unprecedented model in Brazilian soccer, as it's the first time a club will enter into a nutrition sponsorship, which includes nutrition consultation, supply of Herbalife products with prior agreement and recommendation of the Santos FC Nutritional Department.

Herbalife will also garner brand exposure via logo placement in the team's home seats at the Urbano Caldeira Stadium ("Vila Belmiro"), boards in the soccer fields of the Training Center Rei Pele, and placement on the club's official backdrop. Herbalife will also benefit from a designated area inside the Vila Belmiro Stadium where it can host promotional activities and sampling events on the days of all home games and the option to place ads on the Vila Belmiro electronic billboard.

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 73 countries through a network of approximately 2.1 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.