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Herbalife Announces That It Is to Continue as Official Nutrition Advisor to the American Youth Soccer Organization

LOS ANGELES--(BUSINESS WIRE)-- Global nutrition company, Herbalife (NYSE: HLF), has announced that it will continue as Official Nutrition Advisor to the American Youth Soccer Organization (AYSO). This one year agreement continues a relationship with the country's leading youth soccer organization that started in 2008.

The agreement will see Herbalife continue to provide nutrition information and training to AYSO parents, players and volunteers through AYSO newsletters, websites and specific online tools that are being developed by Herbalife specifically with and for AYSO.

"We are extremely proud of the continuing relationship we have with AYSO and what we are doing together to highlight and educate children about the importance of a healthy, active life," said Ibi Fleming, Herbalife senior vice president and managing director, North America region.

"The relationship with Herbalife has been a key part of our strategy in helping children and their parents understand the importance of healthy choices. We're excited to be able to build on all that we have achieved with Herbalife," said Lynn Berling-Manuel, AYSO Chief Marketing Officer.

AYSO was started in Los Angeles in 1964 with nine teams. Today, the organization has more than 50,000 teams and over 500,000 players across the U.S. Their mission is based upon its six philosophies: Everyone Plays®, Balanced Teams, Open Registration, Positive Coaching, Good Sportsmanship and Player Development.

This agreement is part of Herbalife's broader sponsorship program aimed at promoting healthy and active lifestyles. AYSO joins more than 100 other Herbalife-sponsored athletes, teams and events, such as the LA Galaxy soccer team and Herbalife Triathlon Los Angeles.

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.

ABOUT AYSO

AYSO was founded in Torrance, Calif. in 1964 and will celebrate its 50th anniversary in 2014. It was the dream of a group of devoted soccer enthusiasts who started the organization out of their own garage with nine teams. Today, the national non-profit has more than 50,000 teams, nearly 1000 leagues, and over 525,000 players nationwide. Its alumni tops 6,000,000, including some of the top professional soccer players in the U.S. AYSO is founded on Six Philosophies which include Everyone Plays®, Balanced Teams, Open Registration, Positive Coaching, Good Sportsmanship and Player Development. For more information, contact Sahar Milani at saharm@ayso.org or visit www.AYSO.org.

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