

March 25, 2014



Herbalife Unveils Public Awareness Website

Site features success stories from members and their customers, and addresses misinformation about its business model

LOS ANGELES--(BUSINESS WIRE)-- [Herbalife](#) (NYSE: HLF), a leading global nutrition company, unveiled a new website today designed to highlight, in their own words, the positive impact Herbalife has had on the lives of the company's members and customers. The site also addresses misperceptions that have been put into the market about its business model.

The website, iamherbalife.com, chronicles hundreds of real life stories of people from across the United States whose lives have been improved through Herbalife's products or the opportunity for financial empowerment. The website also features detailed information about Herbalife's industry-leading customer protections, including its "Gold Standard" guarantees:

- Clear, accurate and timely disclosures to prospective members regarding potential income-generating opportunities;
- No minimum purchases and low entrance cost;
- Fully-refundable 90-day money back guarantee for the entrance cost if membership is resigned for any reason;
- 100% refund guarantee plus shipping costs for return of all unsold product purchased in prior 12 months upon termination of membership; and
- Written acknowledgement of these 100% money back guarantees.

iamHerbalife.com encourages visitors to learn about the real Herbalife through videos, member testimonials and customer feedback. It also shines a light on the truth behind the allegations made by Pershing Square and the extraordinary lengths they have gone to in order to achieve their goal of driving down Herbalife's stock price for financial gain.

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 90 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 financial and other information at www.herbalife.com.

Herbalife
Mike Gutierrez, 213-745-0401

michaelgu@herbalife.com

Source: Herbalife Ltd.