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# Herbalife Unveils New Sports Drink with Global Soccer Star Cristiano Ronaldo

## New "CR7 Drive" Sports Drink Keeps Athletes Fueled

LOS ANGELES, Sept. 28, 2015 /PRNewswire/ -- Global nutrition company [Herbalife](#) (NYSE: HLF), and global soccer legend Cristiano Ronaldo, announced today the launch of Herbalife's premiere sports drink: "CR7 Drive".



As Ronaldo's official nutrition sponsor, CR7 Drive is the crowning jewel in the nutrition company's relationship with its famed athlete and reflects months of collaboration between them. Herbalife has been committed to the athlete both on and off the field as part of its multi-year agreement with Ronaldo, and CR7 Drive was designed to optimize his performance and address his specific nutritional needs.

"Cristiano Ronaldo takes nutrition very seriously and recognizes how a proper diet in combination with select nutrients can help bolster performance," said Michael Johnson, chairman and CEO, Herbalife. "We developed CR7 Drive specifically for and with Ronaldo, but his needs are not all that different from the everyday athlete or fitness enthusiast, and we are honored to make CR7 Drive available to athletes at all levels."

"Herbalife understands how critical nutrition is for my performance," said Cristiano Ronaldo, forward for Real Madrid C.F. "Working with dedicated Herbalife sports science staff to develop CR7 Drive has been incredibly rewarding and demonstrates what a true partnership should be like. I look forward to helping athletes around the world understand how nutritious products can help them perform."

CR7 Drive is a contemporary take on traditional sports drinks, without any artificial flavors or sweeteners. Light tasting and refreshing, it helps athletes refuel and rehydrate before and during exercise. It supplies carbohydrates for energy and replaces what is typically lost in sweat including key electrolytes. CR7 Drive is great for a range of activities including: soccer, spinning, running, or other sports that significantly increase heart rate.

Like all Herbalife24® products, CR7 Drive has been tested for all banned substances through the NSF Certified for Sport program and meets the stringent standards set forth by the dietary supplement Good Manufacturing Practices.

A team of Herbalife professionals works with Ronaldo to help him optimize his day-to-day nutrition and provide expert recommendations on how he could improve his overall performance with targeted and purposeful supplementation. It was in this collaboration that CR7 Drive was born.

### **About Herbalife:**

Herbalife is a global nutrition company that has been changing people's lives with great products since 1980. Our nutrition, weight-management, energy and fitness and personal care products are available exclusively to and through dedicated Independent Herbalife Members in more than 90 countries. We are committed to fighting the worldwide problems of poor nutrition and obesity by offering high-quality products, one-on-one coaching with an Herbalife member and a community that inspires customers to live a healthy, active life.

We support the Herbalife Family Foundation (HFF) and its Casa Herbalife programs to help bring good nutrition to children in need. We also sponsor more than 190 world-class athletes, teams and events around the globe, including Cristiano Ronaldo, the LA Galaxy and champions in many other sports.

The company has over 7,800 employees worldwide, and its shares are traded on the New York Stock Exchange (NYSE: HLF) with net sales of \$5 billion in 2014. To learn more visit [Herbalife.com](http://Herbalife.com) or [IAmHerbalife.com](http://IAmHerbalife.com).

### **About Cristiano Ronaldo:**

Only a few select athletes transcend their sport to become mainstream superstars. Cristiano Ronaldo sits comfortably among that small crowd. From his early days as a rising star with Sporting Lisbon, to his status as a multiple World Player of the Year, Ronaldo has earned more trophies, plaudits and records than many players struggle to dream of. And he shows no signs of slowing down.

Known the world over for his blistering speed and deadly eye for goal, he has become a pivotal figure in modern football. Yet Ronaldo's success hasn't come without sacrifice. At a young age, he left his family's modest home in Madeira to chase his ambition of becoming a professional footballer with Sporting Lisbon. It was a move that soon paid dividends, and by his 18th birthday, his combination of speed and rare dribbling ability was already delighting fans and pundits alike.

One such admirer was Sir Alex Ferguson, whose Manchester United side came calling in 2003. Under the great manager's tutelage, Ronaldo honed his natural ability to become a world-beater. In six seasons at Old Trafford, he scored over 110 goals, and collected a staggering nine domestic and international trophies. His outstanding return in front of goal helped define arguably Europe's best club team during that period. Yet bigger things were still to come.

By 2009, Ronaldo was the figurehead of Portugal's international side and proudly wore the captain's armband. He was also the world's then most expensive footballer following a move from Manchester to Real Madrid. As the talisman of a Galácticos side regularly stuffed with

the game's best talents, Cristiano has reached the pinnacle of the game. With three World Player of the Year honors, two Champions League medals, plus a slew of league titles and scoring records for both Manchester United and Real Madrid, Ronaldo has secured his standing as a legend of the game. Cristiano Ronaldo is the only player to have won the European Golden Shoe four times.

Photo - <https://photos.prnewswire.com/prnh/20150925/270998>

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