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Herbalife Opens 70th market in Ecuador

LOS ANGELES--(BUSINESS WIRE)-- Herbalife Ltd. (NYSE:HLF), a global nutrition and direct-selling company, announced that it has begun operations in Ecuador, making this the 70th country where it is doing business. This country becomes the company's eighth market to open in its South American region, which is led by Acting Managing Director Patricio Cuesta.

A distribution center where independent distributors can pick up products will open in the first quarter of 2009 in Quito. Until then, Herbalife independent distributors in the country will be able to place orders via fax, telephone, and e-mail. Online ordering is expected to be available for product orders throughout the country by the end of this year.

Three products from Herbalife's nutrition line will be available, including the company's flagship Formula 1 Nutritional Shake Mix, in three flavors; Performance Protein Powder; and Herbal Tea Concentrate. The company plans to expand its product line in 2009 and will include personal care products in the near future.

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About Herbalife Ltd.

[Herbalife](#) 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 70 countries through a network of more than 1.9 million independent distributors. The company supports the [Herbalife Family Foundation](#) and its Casa Herbalife program to bring good nutrition to children. Please visit [Investor Relations](#) for additional financial information.

Source: Herbalife Ltd.