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Herbalife is New Official Nutrition Sponsor of Global Football Star, Cristiano Ronaldo

LOS ANGELES--(BUSINESS WIRE)-- Global nutrition company, Herbalife (NYSE: HLF), has announced that it will become the official nutrition sponsor of international football player, Cristiano Ronaldo.



Herbalife is Official Nutrition Sponsor of Cristiano Ronaldo
(Photo: Business Wire)

The Portuguese international, who plays his club football for Real Madrid in Spain, is recognized as one of the best players in the world on the pitch, and a global sports icon off the field. Herbalife will work with Ronaldo to develop and optimize his personal nutrition program and provide him with a range of sports nutrition products.

The five-year, multi-million dollar contract with Ronaldo includes global publicity rights and various joint promotional activities. It also includes the opportunity for Herbalife and Ronaldo to work together to develop a new co-branded range of sports nutrition products.

"I believe strongly in the importance of the right nutrition for me as an individual, both on and off the field. I am looking forward to working with Herbalife, as a company that shares my passion and brings such expertise and knowledge in the area of sports

nutrition," said Ronaldo.

"Cristiano Ronaldo is one of the greatest football players in the world, and someone who embodies our philosophy of good nutrition being at the core of a healthy, active life, and a key advantage in the competitive world of professional sport. His passion and belief will undoubtedly translate into tremendous opportunities for Herbalife and our independent distributors. We love and share his commitment and enthusiasm for this relationship and are

excited about the future together," said Michael O. Johnson, chairman and CEO of Herbalife.

This agreement is part of Herbalife's broader sponsorship program aimed at promoting healthy and active lifestyles. Ronaldo joins more than 100 other Herbalife-sponsored athletes, including a number of football teams around the world, such as LA Galaxy in the U.S.; FC Pumas in Mexico; Brazilian team, Botafogo; Spartak-Moscow in Russia; and the national teams of Belgium and Venezuela.

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.

Photos/Multimedia Gallery Available:

<http://www.businesswire.com/multimedia/home/20130604006835/en/>

Herbalife Ltd.

Media Contact:

US

Julian Cacchioli

213 745 0519

or

Europe

George Fischer

+44 1895 819236

or

Investor Contact:

Amy Greene

213 745 0474

Source: Herbalife Ltd.