

July 25, 2014



## **Herbalife Appoints Alan Hoffman Executive Vice President of Global Corporate Affairs**

LOS ANGELES--(BUSINESS WIRE)-- Herbalife Ltd. (NYSE: HLF) today announced that it has appointed Alan L. Hoffman to the newly established role of Executive Vice President of Global Corporate Affairs reporting to Michael O. Johnson, Herbalife's chairman and CEO. Hoffman will lead public policy, corporate communications, government affairs, community relations and philanthropy, effective August 25, 2014.

Hoffman brings over 20 years of public policy, communications and government affairs experience to the corporate affairs role. Presently, he serves as the Senior Vice President for Global Public Policy at PepsiCo, where he oversees policy development, external relations and government relations. Hoffman has helped PepsiCo proactively develop and implement initiatives to support the company's wide-ranging portfolio of products and drive value for its consumers, shareholders and communities. Before joining PepsiCo, he served as the Deputy Chief of Staff to Vice President Joseph Biden and Deputy Assistant to President Barack Obama.

Herbalife also today announced that Barbara Henderson will be retiring as its Senior Vice President of Global Corporate Communications. In 2013, she informed the company that she would like to retire at age 67, which prompted the search for a new executive. Henderson will assist with the transition and will remain President of the Herbalife Family Foundation.

"We are thrilled to welcome Alan to the Herbalife team," said Johnson. "He brings an unparalleled level of experience to our senior team, and we are confident that he has the experience and credentials to help us powerfully communicate the value Herbalife brings to our consumers, members, shareholders and communities. Barb's retirement, while bittersweet, has provided us an opportunity to take a fresh look at our organization to make sure our leadership structure best reflects the overall needs of the company and puts us in the strongest position going forward. After careful consideration, we determined that aligning our external affairs activities would benefit Herbalife and all of our stakeholders. We look forward to Alan's contributions as we continue to advance our mission of helping people live healthier lives."

"Herbalife benefits millions of people around the world and I am proud to join the team," said Hoffman. "Herbalife has an enormously important mission of improving health and wellness around the globe and I look forward to ensuring that the public more clearly understands the critical role the company plays in advancing good nutrition. I also look forward to promoting the economic opportunities that this global nutrition company provides for hard-working people in communities everywhere."

Johnson added, "On behalf of everyone at Herbalife, I want to thank Barb for her countless contributions to our company over the past 10 years. She has been instrumental in telling our important story around the world and has tirelessly communicated Herbalife's vision, mission and values. While we will miss her in this role, we are excited that she will maintain her position as President of the Herbalife Family Foundation. She has made an important mark on our company, and we look forward to her continued contributions bringing good nutrition to vulnerable children."

### **About Alan Hoffman**

Presently, Hoffman serves as Senior Vice President for Global Public Policy at PepsiCo. In this role, he oversees policy development, external relations and government relations for the \$66 billion food and beverage company with the ultimate goal of helping the company proactively develop and implement policies that benefit PepsiCo's products, consumers, shareholders and communities. Previously, he served as Deputy Chief of Staff to Vice President Joseph Biden and Deputy Assistant to President Barack Obama overseeing congressional affairs, political affairs, intergovernmental affairs, public engagement, operations and management. He also served as Chief of Staff to Senator Biden from 1998-2003 where he managed the Senator's legislative, communications, political and outreach operations, and in 2006 when he once again served as Chief of Staff to Biden. Hoffman was also an attorney at the United States Department of Justice in Washington, D.C. and was an Assistant United States Attorney in Philadelphia, Pennsylvania. His career has also included jobs at the United States Department of Health and Human Services, the University of California and the RAND Corporation. Hoffman started his career practicing law in Los Angeles. A Philadelphia native, he holds a Juris Doctorate and Masters of Public Administration from the University of Southern California in Los Angeles and a Bachelor of Arts degree from Lafayette College in Easton, Pennsylvania.

### **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 Members. The company supports the Herbalife Family Foundation and its Casa Herbalife program to help bring good nutrition to children. Herbalife's website contains a significant amount of financial and other information about the company at <http://ir.Herbalife.com>. The company encourages investors to visit its website from time to time, as information is updated and new information is posted.

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