

October 14, 2009



## Herbalife to Host over 13,000 in Atlanta

LOS ANGELES--(BUSINESS WIRE)-- Herbalife Ltd., (NYSE: HLF) a global nutrition and direct selling company, will host its annual North America extravaganza in Atlanta, October 14 through October 18, with over 13,000 independent Herbalife distributors expected to be in attendance. The event will be held at the Georgia World Congress Center, with additional activities in other local venues.

Herbalife independent distributors will travel to Atlanta for several days of training sessions, recognition and celebration. According to the Atlanta Convention and Visitors Bureau, the company will generate approximately \$16 million for the city. Special guests include Herbalife-sponsored Indycar Drivers Townsend Bell, who took 4<sup>th</sup> place in this year's Indy 500, and E.J. Viso, who drives for HVM Racing.

This is the second time in recent years the company is holding an event in Atlanta. In 2005, it celebrated its 25<sup>th</sup> anniversary with over 35,000 independent distributors from around the world attending.

Suggested Herbalife links: [Facebook](#), [Twitter](#)

### About Herbalife

[Herbalife Ltd.](#) (NYSE:HLF) is a global network marketing company that sells weight-management, nutrition, and personal care products intended to support a healthy lifestyle. Herbalife products are sold in 70 countries through a network of over 1.9 million independent distributors. The company supports the [Herbalife Family Foundation](#) and its Casa Herbalife program to help bring good nutrition to children. Herbalife's Web site contains a significant amount of information about Herbalife, including financial and other information for investors at <http://ir.herbalife.com>. The company encourages investors to visit its Web site from time to time, as information is updated and new information is posted.

Source: Herbalife Ltd.