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## Herbalife, Bell Back With Sam Schmidt Motorsports

Bell will drive No. 99 Herbalife/Dallara in 100<sup>th</sup> anniversary of the Indianapolis 500 on May 29

INDIANAPOLIS--(BUSINESS WIRE)-- Herbalife-sponsored athlete Townsend Bell will once again be behind the wheel of the No. 99 Dallara/Honda/Firestone race car sponsored by Herbalife and entered by Sam Schmidt Motorsports (SSM) in the 2011 Indianapolis 500-Mile Race on May 29, which is the 100<sup>th</sup> anniversary of the 'Greatest Spectacle in Racing.'

Herbalife-sponsored athlete Townsend Bell (Photo: Business Wire)

The Indy 500 will be a reunion for Bell, Herbalife and team owner Sam Schmidt, as they created a competitive partnership in the 2010 race. Bell qualified the eye-catching white and green No. 99 Herbalife car in the top-10 and was as high as fifth-place late in the race before a penalty pushed the team back to a 16<sup>th</sup>-place finishing position.

Herbalife is a global nutrition and direct selling company headquartered in Los Angeles. The company is heavily involved in sports marketing, sponsoring both world-class events and athletes.

"Townsend has relied on our nutrition products for several years to perform at his best, and we're excited that this spring we're introducing a new scientifically formulated product line specifically designed for athletes like him who require healthy nutrition around the clock," said Michael O. Johnson, Herbalife chairman and CEO.

In Bell, Herbalife has found a driver who trains rigorously and focuses his energy and skills on winning the Indianapolis 500. With limited racing in the past few years, Bell's performance in the 2009 '500' is proof he comes to Indianapolis each May incredibly fit and ready to race. Starting 24<sup>th</sup>, the driver from San Luis Obispo, Calif., methodically drove his way through the 33-car field to a fourth-place finish, his best in the May classic. 2011 will be his fifth start in the Indianapolis 500.

"Being in competitive equipment has always been important to me in my career," said Bell, the 2001 Firestone Indy Light's champion. "With this being the 100<sup>th</sup> anniversary of the Indianapolis 500, I am excited that I'll be returning to the Speedway with a team and sponsor that will allow me to run up front. Partnering with Herbalife allows Sam's team to prepare a great race car, and I can't wait to climb back in it."

This year is Sam Schmidt Motorsports' 10th anniversary of fielding a car in the Indianapolis 500. SSM was formed in 2001 after Schmidt's own driving career ended in a 2000 testing crash in Orlando, Fla. Driver Davey Hamilton started 26<sup>th</sup> in the 2001 Indy 500 in a Sam

Schmidt Motorsports Dallara and finished 23<sup>rd</sup>.

"It's a thrill to be partnered again with Herbalife and Townsend Bell for the Indianapolis 500," said Schmidt. "This will be the first time competing in the Indy 500 that our team will be returning with the same driver, sponsor and engineering combination. The continuity will be fantastic, and hopefully we can improve on our great performance last year."

In addition to entering cars in the Indianapolis 500, Sam Schmidt Racing is the most successful team in the Firestone Indy Lights series, which is the leading support series to the IZOD IndyCar Series. Driver J.K. Vernay's championship in 2010 was the team's fourth Firestone Indy Lights championship. Schmidt has visited victory lane 37 times as a car owner in the series.

Practice for the 2011 Indianapolis 500 begins on Saturday, May 14, and the 100<sup>th</sup> anniversary race is on Sunday, May 29.

Herbalife links: [Facebook](#), [Twitter](#), [YouTube](#), [Nutrition Blog](#)

#### 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 75 countries through a network of approximately 2.1 million 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 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 website from time to time, as information is updated and new information is posted.

#### ABOUT SAM SCHMIDT MOTORSPORTS:

Sam Schmidt Motorsports (SSM) was established in 2001 and is owned by former driver Sam Schmidt, who was paralyzed (quad) in a 2000 testing crash in Orlando, Fla. As a car owner, Schmidt fields cars in the Firestone Indy Lights Series and the Indianapolis 500. SSM is the most successful team in the Firestone Indy Lights series with 37 race wins and four championships. In addition, SSM has qualified 10 cars in the Indianapolis 500 since 2001. The Sam Schmidt Paralysis Foundation (SSPF) was started in 2000. SSPF is leading the charge to cure paralysis by funding scientific research, medical treatment, rehabilitation and technological advances, benefiting stroke victims and people diagnosed with ALS, Alzheimer's and Parkinson's diseases. For more information, visit [www.samschmidt.org](http://www.samschmidt.org).

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