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Herbalife Becomes First Official Nutrition Sponsor of the 2013 Billboard Latin Music Conference and Awards

Global Nutrition Company Signs Exclusive One-Time Agreement with Billboard

LOS ANGELES--(BUSINESS WIRE)-- Herbalife (NYSE: HLF) announced an exclusive nutrition sponsorship deal with Latin music's premier event, the Billboard Latin Music Conference and Awards taking place in Miami on April 22-25.

As official nutrition sponsor of the Billboard Latin Music Conference and Awards, Herbalife will supply all attendees, speakers and artists with nutritious snacks such as protein bars, hydration and energy drinks throughout the event. Herbalife products will also be available at the VIP lounge for conference panelists at the JW Marriott Marquis, and at the Artist Gifting Suite at the BankUnited Center in Miami.

The 2013 Billboard Latin Music Conference and Awards Presented by State Farm® in Association with Pepsi features three days of provocative presentations and panel discussions, exclusive Q&As, never-before-heard case studies from the biggest brands and digital marketers; cutting-edge artist showcases featuring some of the hottest acts; and access to parties and networking opportunities with senior executives and artists who are moving the industry forward. Registration to the Conference also includes access to the Billboard BASH – a pre-Billboard Latin Music Awards party featuring performances by some of this year's finalists - and The Billboard Latin Music Awards Presented by State Farm. The Billboard Latin Music Awards, produced and broadcast live by Telemundo, is the only recognition that truly reflects the best in Latin music, as determined by actual sales and radio play. For more information, please visit: www.BillboardLatinConference.com, or follow the event on: Facebook/Billboard and Twitter: @Billboard with the hashtag #BBLATIN.

"We are truly excited about partnering this year with the Billboard Latin Music Conference and Awards and introducing our brand and our line of products to the Latin music community. We believe it's a great fit and look forward to continue promoting a healthy lifestyle and keeping all conference attendees and talent properly hydrated and energized throughout the conference and during rehearsals," stated Ibi Fleming, senior vice president and managing director, Herbalife North America.

Herbalife, a global nutrition company that sells weight management, nutrition, and personal care products intended to support a healthy lifestyle, has traditionally been associated with sports sponsorships such as the Los Angeles Galaxy, FC Barcelona and Leo Messi. With this new agreement, Herbalife is expanding its brand awareness and exposure to the Latin music industry and hundreds of music professionals, including radio programmers and top recording Latin artists.

“Having Herbalife join this year’s line of partners as official nutrition sponsor is a perfect match for our event,” said Cebele Marquez, Sponsorship and Business Development Manager. “We want to ensure that our conference attendees, speakers and participating artists stay healthy and properly energized during the multiple panel sessions and events leading up to the awards show on April 25. We’re delighted to welcome Herbalife as a sponsor and look forward to a great program.”

Herbalife also sponsors over 100 sporting events, teams and athletes around the world that reflect the company’s commitment to a healthy active life supported by good nutrition. These sponsorships include the Herbalife Los Angeles Triathlon, and Pumas soccer club in Mexico.

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 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 Billboard

Billboard is the world’s most influential music brand reaching key executives and tastemakers in and around the music business through Billboard magazine, Billboard.biz, Billboard Conferences, Billboard Bulletin, and other targeted newsletters, and millions of music fans through Billboard.com and Billboard Events. The Billboard brand is built on its exclusive charts and unrivaled reporting on the latest news, issues and trends across all genres of music. Billboard charts and content are consumed and referenced by millions of people in more than 100 countries through a content syndication deal with a global news network, and strategic relationships with other major companies around the world. In addition to North America, Billboard operates businesses in Brazil, Japan, Korea and Russia.

Billboard is owned by Prometheus Global Media, which resides under the newly formed Guggenheim Digital Media, a diversified company with leading assets in the media and entertainment arenas, including: Music (Billboard and its related conferences, events, and awards shows such as The Billboard Music Awards on ABC, and The Billboard Latin Music Awards on Telemundo), Entertainment (The Hollywood Reporter, Backstage, ShowEast, CineAsia, and CineEurope); and Advertising & Marketing (Adweek, Adweek Conferences and The CLIO Awards).

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