

Profile

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Herbalife Ltd. (NYSE: HLF) is a global nutrition and direct selling company. Our products include protein shakes; protein snacks; nutrition, energy and fitness supplements; and personal care products. The company pursues its global mission of 'changing people's lives' by marketing and selling its products through a network of over 1.9 million independent distributors who conduct business in 70 countries worldwide. For those wishing to become distributors, the company also offers a financially rewarding business opportunity.

HISTORY

Herbalife was founded by entrepreneur Mark Hughes in California in 1980. Hughes died in 2000. In July 2002, the company was acquired by an investor group led by Whitney & Co LLC and Golden Gate Capital, Inc. In April 2003, Michael O. Johnson joined the company as CEO. Johnson spent 17 years with the Walt Disney Corporation, most recently as president of Disney International, and brought to Herbalife a demonstrated track record of success as a leader and manager, including significant achievements in business building, global operations, sales leadership, marketing and product innovation.

In December, 2004, the company conducted a public offering and its shares are traded on the New York Stock Exchange under the symbol "HLF." The company had record retail sales of \$3.5 billion in 2007.

SCIENCE

Herbalife is committed to providing the highest quality products to its customers. The company's research and development organization combines the experience of the company's own product development specialists with a team of highly-accomplished scientists and doctors. Product research and development is directed by Chief Scientific Officer Steve Henig, Ph.D. Supporting the team is a Nutrition Advisory Board (NAB) made up of experts in the fields of nutrition and health and a Scientific Advisory Board (SAB), made up of leading experts whose work furthers the field of nutrition science, including Lou Ignarro, Ph.D., recipient of the 1998 Nobel Prize in Medicine. Both boards are chaired by David Heber, M.D., Ph.D., professor of medicine and public health at the University of California, Los Angeles (UCLA) School of Medicine.

Herbalife is advancing dietary supplement research and development through several venues. In 2003, Herbalife awarded a grant to the University of California, Los Angeles (UCLA) Center

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for Human Nutrition to establish the Mark Hughes Cellular and Molecular Nutrition Laboratory to further advance research in human nutritional science. Additionally, the company recently opened a new 10,000 sq ft Product and Science Center at its South Bay facility in Torrance, Calif. In August 2007, the company awarded a research grant to the National Center for Natural Products Research at the University of Mississippi School of Pharmacy. The grant will allow NCNPR scientists to identify and study the biologically active chemicals found in botanicals, which may be used in the development of future dietary supplements and skin care products for Herbalife.

Two clinical studies using our Formula 1 Nutritional Shake Mix were completed; one at UCLA using the US formula, and one at the University of Ulm, Germany using our European formula.

The study conducted at UCLA demonstrated that drinking a Formula 1 shake every day is an effective way to manage weight, as part of a healthy active lifestyle; and personalizing your shake with additional Personalized Protein Powder helps promote the loss of body fat. The results of this study were published in The Nutrition Journal, August 2008.

The study conducted at the University of Ulm, Germany was conducted by Dr. Marion Flechtner-Mors, a member of our Nutrition Advisory Board. The study showed that when counting calories, drinking two Formula 1 shakes as meal replacements is a more effective way to manage weight than a conventional food diet and weight loss achieved.

SPORTS SPONSORSHIP

In March 2007, the company announced a five-year, multimillion dollar expansion of its agreement with AEG making Herbalife the presenting sponsor of the Los Angeles Galaxy. The agreement gives Herbalife on-jersey exposure for its brand beginning with the 2007 season.

Most recently, the company announced a four-year breakthrough agreement with the American Youth Soccer Organization (AYSO) that makes Herbalife the Official Nutrition Advisor and Official Health and Wellness Provider of the country's leading youth soccer organization. Similar to Herbalife's agreement with the Los Angeles Galaxy Major League Soccer club, the AYSO sponsorship gives Herbalife the rights to display its name and logo on the front of AYSO jerseys, a first for the non-profit national organization.

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The company also sponsors over 50 sporting and fitness-related events, activities and athletes around the world that define the company's commitment to a healthy active lifestyle supported by good nutrition. These include the Chinese Cycling Team, East West Bank Classic and Amgen Tour of California. Herbalife sponsored the AVP Pro Beach Volleyball Tour during the 2004 – 2007 seasons.

The London Triathlon, the largest event of its kind in the world, is among several triathlons sponsored by Herbalife, which includes the company's role as presenting sponsor of the LA Triathlon. In 2007 approximately 2000 independent distributors and staff competed as Team Herbalife, many for the first time. Other sponsored events range from tennis in Japan to dragon boat races in Hong Kong to badminton tournaments in the Philippines. Many Herbalife sponsored athletes have their sights set on competing in the 2008 Olympics in China.

CORPORATE RESPONSIBILITY

The Herbalife Family Foundation (HFF) is a non-profit organization supported by Herbalife Ltd., its independent Distributors, employees, friends and families.

Created in 1994 by Herbalife founder Mark Hughes, HFF is dedicated to enhancing the quality of children's lives by creating programs and supporting non-profit organizations in the community that feed at-risk children.

In 2005, HFF was proud to introduce Casa Herbalife, a program to help provide healthy and nutritious meals by partnering with existing charities serving children. This program for children-at-risk is named after Casa Herbalife, an orphanage HFF built in Brazil in 1998 and continues to support today. We now have over 30 Casa Herbalife programs around the world.

EMPLOYEE WELLNESS

Herbalife is a company that 'walks the talk.' In February 2008, it was voted one of 'America's 15 fittest companies' by Men's Fitness magazine. Employees are encouraged to participate in the company's Wellness for Life program to improve their health, through monthly informational sessions, fitness, healthy eating, and participation in company-sponsored events such as triathlons. The program was also recognized with a Success Award by the Direct Selling Association in 2008.

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INDUSTRY LEADERSHIP

Herbalife is affiliated with and plays an active role in a large number of its industry trade organizations, including The World Federation of Direct Selling Associations, the Federation of European Direct Selling Associations and more than 40 national Direct Selling Associations. It is a founding member of the International Alliance of Dietary Supplement/Food Associations (IADSA) and is a founding member and board member of the European Responsible Nutrition Alliance (ERNA) and the Coalition to Preserve DSHEA. Herbalife also is represented on the Boards of the Council for Responsible Nutrition (CRN) in the United States and the United Kingdom as well as the Natural Products Association and the Dietary Supplement Education Alliance. It is also a member of the Personal Care Products Council in the U.S.

Corporate headquarters are located in Los Angeles, Calif., USA.
www.herbalife.com