



For immediate release

Global Nutrition Company Herbalife expands in Australia with the opening of a new Centre

Herbalife Ltd. (NYSE:HLF), Sydney, February 2014 - Global nutrition company, Herbalife is pleased to announce that it will expand operations in Australia with the opening of a brand new Sales Centre in Sydney Olympic Park, effective Monday 24 February 2014. The opening of the Sydney Sales Centre aligns with the strong growth Herbalife has been experiencing globally. The Centre is the second in Australia, with its Australasia home office and warehouse based in Adelaide. Sydney Olympic Park was selected as the location for the Herbalife Sydney Sales Centre due to it being the geographical centre of Sydney, and easily accessible to Herbalife Independent Distributors and consumers. The company is looking forward to hosting programmes and activities in conjunction with its neighbouring world class fitness and leisure facilities to further maintain its advocacy of the health and nutrition industry. The Sydney Sales Centre will provide a meeting point for activities and training facilities to motivate people to live a healthier and more active lifestyle.

Herbalife products consists of vitamins and nutritional supplements, sports, energy and fitness drinks, skin and hair care products. All Herbalife products are developed with proven nutrition science. The company pursues its global mission of 'changing people's lives' by marketing and selling its products to and through a network of Independent Distributors. For those wishing to become Distributors, the company also offers a financially rewarding business opportunity. In 2012, the company achieved net sales of \$4.1 billion. In Asia Pacific, they continue to register steady momentum, representing about 28% of global revenues, with net sales of US\$1.14 billion in 2012.

"Herbalife is represented in 14 countries in Asia Pacific and over 85 countries worldwide. Our focus is to deliver good nutrition through our products, personalised coaching and a social environment that inspires our customers to eat better, engage with each other, maintain a healthy weight and pursue a healthy active lifestyle." said Bill Rahn, Senior Vice President and Managing Director, Asia Pacific.

Rod Taylor, General Manager Australia and New Zealand, said "I am very excited that Herbalife Australasia has reached new heights, securing the Sydney Sales Centre. It's location in the heart of Sydney will prove imperative in creating a strong healthy lifestyle culture to ensure that great nutrition can be accessible to more people."

"We want to be responsible for changing people's lives through nutritional products, personalised training and unique business opportunities that inspire and motivate people on a national and global scale."

Herbalife Independent Distributors will be able to purchase a selection of Herbalife's product range directly from the Centre. To find out more about Herbalife products, visit <http://products.herbalife.com.au/get-herbalife>



About Herbalife Ltd.

Herbalife is a global nutrition company that has been changing people's lives with great products since 1980. Our nutrition, weight-management, energy, sports and personal care products are available exclusively to and through dedicated Independent Herbalife Members in more than 90 countries. We are committed to fighting the worldwide problems of poor nutrition and excess weight by offering high-quality products, one-on-one coaching with a Herbalife Member and a community that inspires customers to live a healthy, active life.

We support the Herbalife Family Foundation (HFF) and its Casa Herbalife Program to help bring good nutrition to children in need. We also sponsor more than 250 world-class athletes, teams and events around the globe, including Cristiano Ronaldo, the LA Galaxy and champions in many other sports.

The company has over 7,400 employees worldwide, and reported net sales of \$4.8 billion in 2013.

To learn more visit herbalife.com

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