

## AEG AND HERBALIFE ANNOUNCE FOUR-YEAR MULTI-MILLION DOLLAR SPONSORSHIP

Agreement Makes Herbalife a Home Depot Center Founding Partner and Official Nutrition Company for Array of AEG-Owned Events and Franchises

**LOS ANGELES**, August 1, 2005 – Herbalife Ltd. (NYSE: HLF) and AEG, announced a multi-year, multi-tiered sponsorship agreement that names Herbalife a “Founding Partner” of AEG-owned and operated Home Depot Center, the “Presenting Sponsor” of the 2005 JPMorgan Chase Open WTA tennis tournament (August 8-14, 2005) and designates Herbalife as the Official Nutrition Company / Sponsor of several additional AEG-owned and operated teams, events and initiatives including the Los Angeles Galaxy (major league soccer franchise), Tour of California bicycle road race (February, 2006) and the Bay to Breakers event held in San Francisco (annually in May).

Herbalife will also have similar involvement in other programming owned by AEG including cycling events held at the ADT Event Center (located at The Home Depot Center), track and field meets, and international soccer games among others. Herbalife will also have rights for display and sampling at the Coachella Valley Music & Arts Festival and New Orleans Jazz and Heritage Festival.

Herbalife will have exclusive rights in the category of nutritional supplements, weight management, hair and skin care, and health and wellness products.

“Our organization is pleased to enter into this extensive agreement with Herbalife, a dynamic company focused on helping people achieve healthy and active lifestyles,” said Shawn Hunter, chief marketing officer, AEG. “With the vision and energy of their management team being so in sync with our core business, this agreement, tying Herbalife into so many of our properties will clearly be extremely rewarding and beneficial to both of our organizations. We look forward to a long and successful partnership.”

Additional elements of the sponsorship package include signage on The Home Depot Center’s 135’ tall marquee visible to the 405 freeway; signage throughout The Home Depot Center including the soccer and tennis stadiums and concourses; signage at the ADT Event Center; Internet presence; and the opportunity for Herbalife to use various facilities and amenities at The Home Depot Center for hospitality during scheduled events as well as the ability to host private events on-site for company executives, clients and other VIP’s. The agreement will also make it possible for Herbalife to use AEG-owned or operated venues to host their Distributor events around the world.

“Sports exemplify the healthy lifestyle we promote throughout the world,” said Greg Probert, Herbalife chief operating officer. “This is a natural fit for our company’s branding initiatives and offers our Herbalife Independent Distributors sampling opportunities throughout the year.”