

# Herbalife Launches Into U.S. Energy Drink Market with LIFTOFF™ Effervescent ENERGY DRINK

## Sugar-Free, Zero-Calorie Dissolvable Tablets Gives Body and Mind a Boost; Official Energy Drink of 2005 AVP Pro Beach Volleyball Tour

**LOS ANGELES**, April 27, 2005 – Herbalife Ltd. (NYSE: HLF) announced today its entrance into the \$1.7 billion U.S. energy drink market with the launch of LIFTOFF™ effervescent energy drink dietary supplement, a first-to-market, sugar-free, zero-calorie, effervescent energy drink in a dissolvable tablet form.

LIFTOFF™ is designed to give both body and mind a lift.\* With two patents pending, each tablet contains a proprietary blend of natural herbs, plus taurine, guarana, and caffeine for energy, and *Ginkgo biloba* and *Panax ginseng* for an added mental boost.\* The combination of *Ginkgo biloba/Panax ginseng* in LIFTOFF™ has been clinically shown to enhance mental performance, improve short-term memory, promote fast and accurate thinking and reduce mental fatigue<sup>1\*</sup>.

“At Herbalife, we are focused on product innovation based on science. The distinctive LIFTOFF™ formula offers everyone from entrepreneurial 20- and 30-year olds to on-the-go moms a refreshing energy drink,” said Herbalife Chief Executive Officer Michael O. Johnson. “There is nothing like this on store shelves in the United States.”

Estimated year-over-year growth for this segment of the beverage market is approximately 35 percent, which is expected to lead to overall category sales of over \$3 billion in 2009, according to Euromonitor estimates.

LIFTOFF™ brand is the official energy drink sponsor of the 2005 AVP Pro Beach Volleyball Tour and can be sampled at all AVP tournaments around the country. A tournament schedule can be found at [www.avp.com](http://www.avp.com).

LIFTOFF™ is conveniently packaged in individual foil packets that can be taken anywhere and easily dissolved in an 8 oz. glass of water. Each tablet contains 100 percent of the Daily Recommended Value (DRV) of Vitamin C, and over 100 percent of vitamins B6 and B12, all essential nutrients for enhanced energy production. \*

Two energizing, natural flavors are available - Ignite-Me Orange and Lemon-Lime Blast.\* Each carton contains ten individually-wrapped effervescent tablets with a retail price of \$15.95. All Herbalife products are available through an Herbalife independent distributor or by calling 1-888-4HERBAL.

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

<sup>1</sup>K.A. Wesnes, T. Ward, A. McGinty, “The memory enhancing effects of a *Ginkgo biloba/Panax ginseng* combination in healthy middle-aged volunteers,” *Psychopharmacology*, October 2000.

### About Herbalife

Herbalife is a global network marketing company that sells weight management, nutritional supplement and personal care products intended to support a healthy lifestyle. Herbalife products are sold in 59 countries through a network of more than one million independent distributors. The company celebrated its 25th anniversary in April with a worldwide distributor event in Atlanta, Georgia.