

## HERBALIFE AND THE LOS ANGELES GALAXY PROMOTIONAL GUIDELINES

**Herbalife's sponsorship of the Los Angeles (LA) Galaxy brings us global recognition.**

With David Beckham on the team, it will be difficult to find someone who hasn't seen the Herbalife name. There are many specific and useful ways in which we are permitted to describe our relationship with the LA Galaxy and use it to promote Herbalife® products and the Herbalife business opportunity; but with this honor comes responsibility. If our Independent Distributors deviate from these permitted usages, it will put our relationship with the LA Galaxy at risk and potentially damage Herbalife's brand and business reputation. For this reason, violations of the following guidelines will result in severe penalties, up to and including suspension or termination of Distributorships.

### Logos and Images

- Distributors may use only Major League Soccer (MLS) and LA Galaxy marketing tools created by Herbalife's marketing department and made available for download at MyHerbalife.com, offered for purchase in the company's current product catalog, or made available from Distributor Relations upon request.
- Distributors may not alter the company's MLS and LA Galaxy marketing tools.
- Distributors may not create their own brochures, flyers or any other marketing tools using any MLS or LA Galaxy logo, mark, image or audio file.





## Describing the Relationship

Although Distributors may not use LA Galaxy logos, marks, images, video or audio files in their personally-created marketing tools, they are, of course, encouraged to cite this relationship in promoting Herbalife® products and the Herbalife business opportunity.

The following statements, as they are worded below, are accurate, permissible and encouraged; they may be used individually and in combination:

- Herbalife is the Official Presenting Sponsor of the LA Galaxy team.
- Herbalife is the Official Nutrition Company of the LA Galaxy team.
- Dr. Luigi Gratton is a Nutrition Advisor to the LA Galaxy team.
- Herbalife is an Official Sponsor of LA Galaxy players Chris Klein, Carlos Ruiz and Greg Vanney.

## David Beckham

- Herbalife is not a sponsor of David Beckham, personally or as an individual LA Galaxy player; Herbalife has no contractual relationship with David Beckham.
- Distributors may not use David Beckham's name or image, or those of his wife Victoria Beckham (aka "Posh Spice"), to promote the Herbalife® products and business opportunity.
- Distributors may not refer (or link) their prospects, customers or downlines to websites officially or unofficially dedicated to David Beckham and/or his wife, including, but not limited to, the Beckhams' personally owned and operated websites, and official or unofficial fan club sites.

## Media Coverage

- Distributors may keep personal copies of MLS and LA Galaxy media coverage and review or refer to that coverage with customer or Distributor prospects, or within their organizations. For example, Distributors may keep a personal copy of the *Sports Illustrated*®\* magazine featuring David Beckham on the cover, and they may show it to prospects and persons in their organizations.
- Distributors may post links to MLS or LA Galaxy media coverage on their personally owned and maintained websites, but such links must be accompanied by the following disclaimer: "By clicking on this link, you will exit this Herbalife Independent Distributor website and visit a website that is not formally associated with Herbalife or its Independent Distributors."
- Distributors may not reproduce, reprint or post on their websites any MLS or LA Galaxy media coverage, including, but not limited to, articles, titles and headlines. For example, Distributors may not make copies of the *Sports Illustrated*® magazine cover featuring David Beckham and hand them out to prospects, nor may Distributors feature the cover in visual materials such as PowerPoint®† presentations or pitch books.

\*Sports Illustrated® is a registered trademark of Time, Inc.

†PowerPoint® is a registered trademark of Microsoft Corporation.

## Frequently Asked Questions

Thanks to our sponsorship of the LA Galaxy, Herbalife is in the news everywhere, and the eyes of the world are upon us! To protect our brand and to ensure that we do not jeopardize our relationship with the LA Galaxy, we must all follow the Promotional Guidelines. Below, are the answers to some important questions:

### **What is the overall promotional policy for the Herbalife-Galaxy relationship?**

The policy is that Distributors may only use Galaxy marketing tools created by Herbalife. Marketing tools are available and more are being created; they are available for download at MyHerbalife.com, and some may be offered for purchase in the product catalog.

### **May I say that David Beckham is sponsored by or endorses Herbalife?**

No. Herbalife is not a sponsor of David Beckham, personally or as an individual player, and he does not endorse the products or the business opportunity.

### **May I use David Beckham's picture and/or his name?**

Yes, but only if he is included in marketing materials created and provided by Herbalife. Otherwise, you may not use David Beckham's name or image, or those of his wife.

### **May I say that David Beckham uses Herbalife® products?**

No. Since David Beckham is not personally sponsored by Herbalife, we cannot say or promote that he uses Herbalife® products.

### **May I say that other Galaxy players use Herbalife® products?**

Yes, but only as to Herbalife-sponsored players, Chris Klein, Carlos Ruiz and Greg Vanney, who use and endorse the products; you may not say that any other Galaxy player(s) uses Herbalife® products.



## Frequently Asked Questions (continued)

### **May I alter or personalize the marketing tools I get from Herbalife?**

No. Distributors may not alter Galaxy marketing tools.

### **May I at least mention the relationship in my personally-created marketing materials?**

Of course! Distributors are encouraged to mention the relationship in promoting the products and business opportunity. However, player images and Galaxy/MLS logos may not be used in personally created marketing materials.

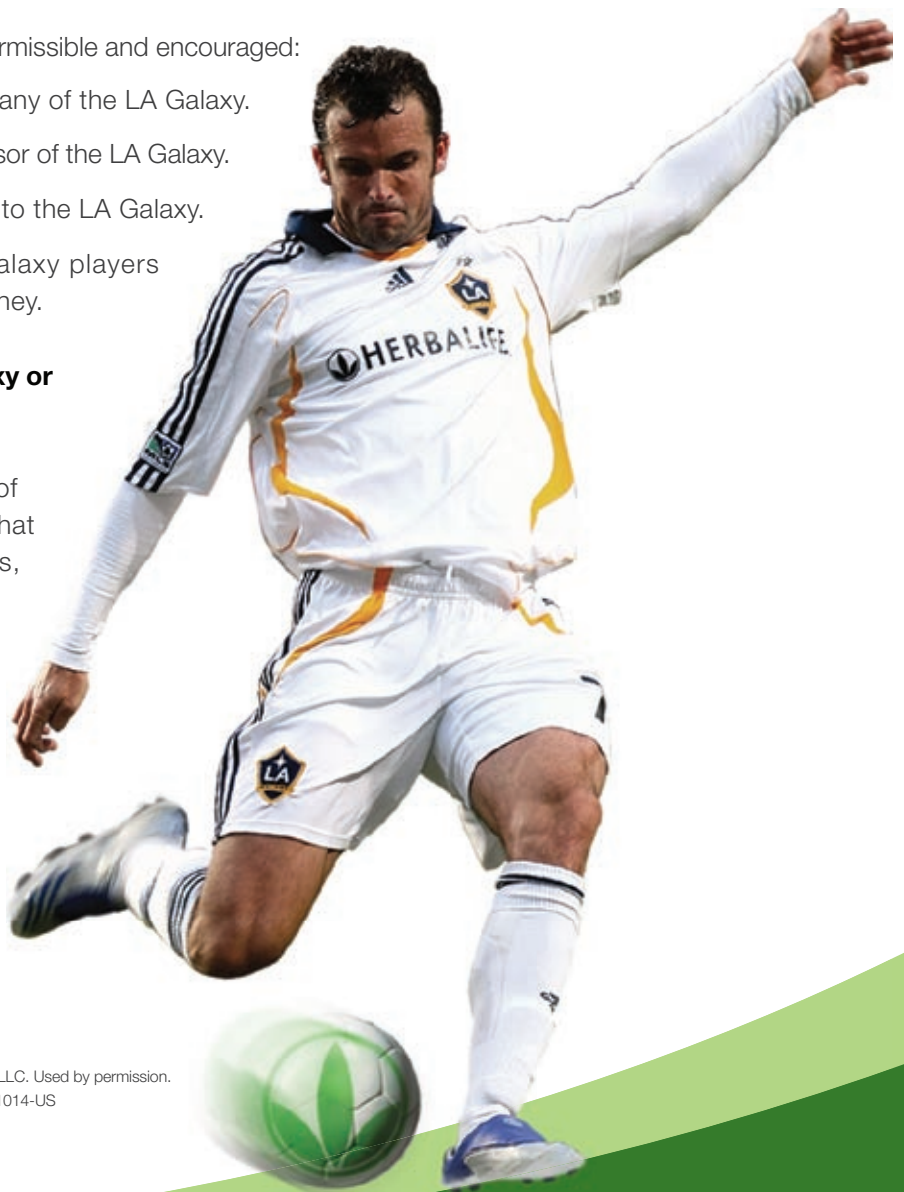
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- Herbalife is an Official Sponsor of Galaxy players  
Chris Klein, Carlos Ruiz and Greg Vanney.

### **May I use media coverage of the Galaxy or of MLS in promoting the products and business opportunity?**

Distributors may keep personal copies of media coverage and review or refer to that coverage with customers and prospects, or within their organizations. Distributors may also post links to media coverage on their personally owned and maintained websites.

However, Distributors may not reprint, copy, distribute, post or otherwise utilize Galaxy media coverage.



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