



Michael O. Johnson
Chairman and Chief Executive Officer

Herbalife Ltd.
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Dear Herbalife Distributors,

As we enter our 30th anniversary year, to quote Mark Hughes: "Our future is brilliant beyond compare." We live in a world where two of the most pressing problems are escalating health care costs, which are often associated with obesity and poor food choices, and lack of jobs. We address both of these issues and change people's lives with healthy daily nutrition and a proven business opportunity for part-time or full-time income. Our goal is to make our fourth decade – 2010 to 2020, the "Herbalife Decade." At our Leadership Summit in March, we will be talking about the ways we will accomplish that goal.

As part of setting the course for the Herbalife Decade, we are promoting several individuals on our executive management team. These individuals, each talented and experienced, with years of leading top companies between them, will support our Distributors in taking the company into our brilliant future. This is a further alignment of responsibilities with the company's structure of front office (sales and marketing) and back-office (infrastructure).

It is my pleasure to announce the following promotions, which will be effective January 1, 2010:

Des Walsh is being promoted to president, from his role as executive vice president, worldwide operations and sales. A member of the executive team since he joined in 2004, Des is responsible for the growth of our business by working closely with Distributors to achieve greater access to and deeper penetration of Herbalife products throughout the world. He oversees all Distributor-facing functions in each region where the company conducts business, including marketing, promotions, sponsorships, events, and Distributor communications. All of our regional heads, as well as Rob Levy, report to Des.

Rich Goudis, who joined the company as CFO in 2004, is being promoted to chief operating officer with responsibility for building and sustaining an infrastructure that allows the company to achieve its growth goals. His functional responsibility includes worldwide operations, human resources, and information technology, along with the back office functions in all the regions. Reporting to Rich are our regional heads of finance and operations, in addition to Gerry Holly and an open position for chief information officer.



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John DeSimone is being promoted to chief financial officer. Having joined Herbalife in November 2007, John first served as SVP, finance, and since 2008, his responsibilities also have included Distributor operations. His accomplishments include leading the company's acquisition of its first manufacturing facility, spearheading new country openings, and overseeing strategic planning, forecasting and budgeting. Departments reporting to John include investor relations, accounting, finance, strategic planning and Distributor analysis.

General Counsel Brett Chapman, Chief Scientific Officer Steve Henig and Barb Henderson, SVP corporate communications, continue in their current roles as members of the executive management team.

This is a great team - designed and dedicated to making Herbalife the premier nutrition company in the world, and as with all Herbalife employees, its Distributors First in everything we do.

Yours in the best of health,

Michael