



Herbalife Nutrition Announces Return of the Herbalife24 Triathlon Los Angeles With the Addition of New Cycling Event

September 19, 2019

Event Wins Best International Triathlon Event Presented by Runner's World and Continues its Sponsorships of Triathlons in Bali and Chile

LOS ANGELES--(BUSINESS WIRE)--Sep. 19, 2019-- [Herbalife Nutrition](#) (NYSE:HLF), a premier global nutrition company, today announced it will host the 2020 [Herbalife24 Triathlon Los Angeles](#), a USA Triathlon International-Distance West Regional Championship sanctioned triathlon and unique urban race, on Sunday, May 17, 2020. This year, the race will include the new Herbalife24 Cycling tour covering 22 miles. In addition to the Los Angeles race, the Company will continue its sponsorship of the Herbalife Nutrition Bali International Triathlon in Indonesia and the Herbalife IRONMAN 70.3 Pucón in Chile.

"Building on last year's success, we are thrilled to return as the host and producer of this world-class, one-of-a-kind event that runs through our iconic city," said Michael Johnson, Herbalife Nutrition Chairman, and CEO. "Bringing races to Los Angeles and other parts of the world further demonstrates our commitment to the sport, which encourages and builds healthy and active communities across the globe."

More than 3,000 elite triathletes and weekend warriors are expected to participate in the 2020 event, where a \$23,000 prize purse will be awarded among the top three finishers in the elite/professional category. Last year, more than 2,000 participants – including 900 triathletes from the U.S., Asia and South America – participated. This event was recently recognized as the [Best International Triathlon Event](#) in the Challenge Awards presented by Runner's World, which aims to recognize the best challenge events and organizations in the UK across the 2018-2019 season.

"The Herbalife24 Triathlon Los Angeles is the perfect setting for the USA Triathlon International-Distance West Regional Championships," said Rocky Harris, USA Triathlon CEO. "We are proud to offer athletes the chance to compete for regional honors on such an iconic course. From the swim start at beautiful Venice Beach to the finish line in downtown L.A., this race has a classic SoCal atmosphere that brings us back to the roots of triathlon."

The Company will also introduce the Herbalife24 Cycling Tour, a course through the streets of Los Angeles, separate from the urban point-to-point triathlon course that will begin in Venice Beach at the Pacific Ocean, continue through the heart of Los Angeles, and finish downtown at the famed L.A. Live entertainment and sporting complex.

The following events will take place as part of the Herbalife24 Triathlon Los Angeles in May 2020:

- **International Triathlon**
The triathlon course features a 1500m (.9 mile) Pacific Ocean swim, 40k (25 miles) bike ride through the heart of Los Angeles, and 10k (6.2 miles) running course in downtown Los Angeles.
- **Herbalife24 Cycling Tour**
The bike tour will cover approximately 23 miles through Los Angeles.
- **International Aquabike**
The aquabike course consists of a 1500m (.9 mile) Pacific Ocean swim and a 40k (25 miles) bike course.
- **Sprint Distance**
The shorter sprint course features a 750m Pacific Ocean swim, 22k (14 miles) bike ride and 5k (3.1 miles) running course finishing in downtown Los Angeles.
- **Herbalife24 DTLA 5K Run/Walk**
The 5k (3.1 miles) is part of the triathlon course, taking runners through downtown Los Angeles and Koreatown.

Additional race offerings include an International and Sprint triathlon relay as well as a VIP registration package that will elevate the athlete's race day experience. The VIP offering includes a parking pass, pre-event party, gear check, breakfast, race bag, express packet pick-up, and post-race nutrition, among other perks.

The Company will also sponsor the two following international triathlons:

- [Herbalife Bali International Triathlon](#), also referred to as the "Triathlon for the Soul," taking place on the Island of the Gods on November 10, 2019, where more than 2,000 athletes are expected to join the International, Sprint and Fun Run.
- [Herbalife Nutrition IRONMAN 70.3 Pucón](#) in Chile on January 12, 2020, known as "La Carrera más Linda del Mundo," where snow-covered Villarica Volcano will act as a backdrop for the more than 2,000 global triathletes taking part in this race.

For more event details and information on the **Herbalife24 Triathlon Los Angeles**, visit <http://www.herbalife24tri.la> and follow us on social media @Herbalife24Tri, #Herbalife24Tri.

About Herbalife Nutrition

Herbalife Nutrition is a global nutrition company whose purpose is to make the world healthier and happier. The Company has been on a mission for nutrition - changing people's lives with great nutrition products and programs - since 1980. Herbalife Nutrition offers high-quality, science-backed products, one-on-one coaching with an Herbalife Nutrition independent distributor, and a supportive community that inspires customers to embrace a healthier, more active lifestyle.

Herbalife Nutrition targeted nutrition, weight-management, energy and fitness, and personal care products are available through its independent distributors in more than 90 countries.

Herbalife Nutrition supports the Herbalife Nutrition Foundation, a non-profit organization that assists community organizations focused on providing good nutrition. Herbalife Nutrition is also proud to sponsor more than 190 world-class athletes, teams and events around the globe.

Herbalife Nutrition has more than 8,300 employees worldwide. To learn more, visit IAmHerbalife.com.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20190919005208/en/>

Source: Herbalife Nutrition

Herbalife Nutrition Ltd
Anna Garcia
Sr. Manager, Corporate Communications
213 745 0542 Ext 74150542
annaga@herbalife.com