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## Herbalife Adds to Corporate Affairs

LOS ANGELES--(BUSINESS WIRE)-- Global nutrition company [Herbalife](#), (NYSE: HLF) announced today that Tyrone D. Bland has joined Herbalife's global corporate affairs team as vice president of state and local government relations.

In his new role, Bland will strategically and tactically manage Herbalife's state and local government affairs operation while developing new and enhancing existing relationships with state and local government officials and community leaders.

Bland, who is based out of Herbalife's LA Live office, will work with state and local governments to ensure they are aware of the positive impact Herbalife and its members are having in communities across the country. He will also collaborate with state and local governments so that they understand how some residents in their communities are benefitting from the supplemental income provided by Herbalife's business opportunity.

Bland will report to Eric Rosen, who was recently appointed as vice president of U.S. government relations for Herbalife and head of its Washington, D.C. office.

"As Herbalife continues its mission of providing access to good nutrition and a healthy active lifestyle to communities across the globe, we welcome Bland to Herbalife and look forward to his contributions to our mission," said Rosen, vice president of U.S. government relations, Herbalife.

Bland recently served as the managing partner at Porter Tellus, LLC, where his focus areas included: land use and urban planning, tax, trade, transportation, utilities and business development. For nearly a decade Bland provided strategic legislative and regulatory counsel to major corporations, non-profit organizations, labor unions and a wide range of trade associations.

"I am delighted to join a global nutrition company so focused on positively impacting the communities it serves through access to quality nutrition and a healthy active lifestyle," said Bland. "Herbalife has inspired people all over the world to eat healthy through its high quality products and programs, and I look forward to advancing Herbalife's mission."

Bland is a Los Angeles native and attended UCLA and UC Berkeley.

### About Herbalife:

Herbalife is a global nutrition company that has been changing people's lives with great products since 1980. Our nutrition, weight-management, energy and fitness and personal care products are available exclusively to and through dedicated Independent Herbalife Members in more than 90 countries. We are committed to fighting the worldwide problems of poor nutrition and obesity by offering high-quality products, one-on-one coaching with an Herbalife member and a community that inspires customers to live a healthy, active life.

We support the Herbalife Family Foundation (HFF) and its Casa Herbalife programs to help bring good nutrition to children in need. We also sponsor more than 190 world-class athletes, teams and events around the globe, including Cristiano Ronaldo, the LA Galaxy and champions in many other sports.

The company has over 7,800 employees worldwide, and its shares are traded on the New York Stock Exchange (NYSE: HLF) with net sales of \$5 billion in 2014. To learn more visit [Herbalife.com](#) or [IAmHerbalife.com](#).

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