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Herbalife International Introduces Niteworks™ to Boost Production of Nitric Oxide To Promote Cardiovascular Health*

-Nobel† Laureate Dr. Louis Ignarro Played Key Role In Developing Formula -

LOS ANGELES, July 8, 2003 - Herbalife International announced today the launch of Niteworks™, a dietary supplement that contains key ingredients that assist the cardiovascular system in boosting its own natural production of nitric oxide.* The patent-pending formula was developed in conjunction with Louis Ignarro, Ph.D., who received a 1998 Nobel Prize in Physiology/Medicine for his research on nitric oxide and its impact on cardiovascular health.

Nitric oxide (NO) is a molecule produced naturally in the body's endothelial cells, which line the inside of the arteries. NO is responsible for dilation of arteries that increase blood flow thereby enhancing vascular elasticity and exercise capacity. Studies have also shown that young, healthy and athletic individuals produce more endothelial NO, compared with older, sedentary and unhealthy individuals.

"Niteworks™ is first in a new series of science-based cardiovascular wellness products to be developed in conjunction with Dr. Ignarro," said Michael O. Johnson, chief executive officer at Herbalife*. "This, and future products, will make a major impact in promoting nutrition and wellness into the 21st century."

While numerous studies have shown the impact of NO in the body, not many people are familiar with it. In a survey conducted for Herbalife by NFO¹, 67% of respondents indicated they had heard of nitric oxide yet less than 1% of the respondents could correctly identify that nitric oxide was a blood circulation aid. Only 5.9% understood that increasing their nitric oxide levels could improve their cardiovascular health. 24% of the respondents confused nitric oxide with laughing gas (nitrous oxide).

More than 100,000 miles of blood vessels and arteries run throughout the body, nourishing every organ and tissue with oxygen and nutrients, while also helping eliminate waste, hence the importance of NO and a healthy vascular system. Today's all-too-common lifestyle of poor diets and little exercise, coupled with aging, are all factors that can contribute to cardiovascular and other health problems. Obesity is becoming a worldwide health crisis, with two thirds of the adult population in the U.S. being overweight. Since Dr. Ignarro was awarded the Nobel Prize, more than 17,000 studies have been conducted by scientists on the biology of NO. Ignarro, who also directs the Center for Vascular Biology at UCLA, is committed to improving cardiovascular health and has spent the past several years translating his research into usable applications for consumers. Niteworks™ was designed to help boost endothelial production of NO, but is ever more important for individuals with less than optimal lifestyles.

“Nitric oxide is a very important messenger, or signaling agent in the body, in terms of providing cellular protection,” said Dr. Ignarro, currently a professor of pharmacology at University of California (UCLA). “Researching nitric oxide for the past 30 years and making the discovery that it is important for cardiovascular health is not the same as making this knowledge available to the public at large. I agree with Herbalife's philosophy of the importance of cellular nutrition and that corresponds with my desire to translate this science into a product that everyone can benefit from.”

Dr. Ignarro formulated Niteworks™ based on his special understanding of the pharmacology of NO and cardiovascular health. Niteworks™ contains: an amino acid complex for NO production, an antioxidant package for NO protection, and other heart-healthy ingredients*. The amino acid complex includes: L-arginine, which is transported into endothelial cells to produce NO, and L-citrulline, which is transported by a different mechanism and then is recycled into L-arginine, creating more NO. This different mechanism is important because when the L-arginine transporter sees too much L-arginine, it stops absorbing, so less L-arginine in the systems means less NO production. The use of L-citrulline in Niteworks™ makes it unique compared to other products in the market. The antioxidant package includes both vitamin E and vitamin C which protect NO against free radical destruction and which have been experimentally demonstrated to work synergistically with L-arginine to produce enhanced levels of NO, and alpha lipoic acid which helps recycle these vitamins. Heart-healthy ingredients include folic acid and the more bioavailable calcium folinate to reduce homocysteine*. Niteworks™ also contains lemon balm, an herb that assists in relaxation*.

Exercise increases the production of NO. But even with a regular exercise regimen, the body may not produce sufficient quantities of NO to maintain normal levels in unhealthy cells. Natural sources of L-arginine can include nuts, fruits, dairy and meats, while natural sources of L-citrulline can include melon rinds and cucumbers. A low-fat diet also helps increase the body's production of NO. However, it can be difficult to get as much of the amino acids from natural sources as is contained in Niteworks™.

Due to the high levels of antioxidants in Niteworks™, Herbalife is one of the first companies to offer a product bearing FDA's new qualified antioxidant health claim that 'consumption of antioxidant vitamins may reduce the risk of certain kinds of cancer.'**

Niteworks™ is taken at night, when the body's own production of NO is likely to be at its lowest. It is a lemon-flavored powder that is mixed with water or juice before bedtime. Cost: \$89.95 for a 30-day supply. All Herbalife products are available by calling 1-888-4HERBAL or contacting a local Herbalife distributor.

About Louis Ignarro, Ph.D.

In addition to being a Nobel† Laureate, Dr. Ignarro received the Basic Research Prize of the American Heart Association for his outstanding contributions to the advancement of cardiovascular science in 1998. Dr. Valentin Fuster, then president of the American Heart Association, called the nitric oxide discovery "one of the most important in the history of cardiovascular medicine." Among his many distinctions, he was inducted into the National Academy of Sciences in 1999 and into the Academy of Arts and Sciences the following year. Dr. Ignarro is a new member of Herbalife's Scientific Advisory Board.

About Herbalife International

Herbalife is a leading company in science-based weight management and meal replacements. The Company offers a wide range of weight management products, nutritional supplements and personal care products intended to support weight loss and a healthy lifestyle. The Company's products are marketed through a network marketing system comprising approximately one million independent distributors who conduct business in 58 countries in the Asia/Pacific Rim, Europe and the Americas. In 2002, the Company had gross revenues of \$1.8 billion. For more information, visit www.herbalife.com.

¹Herbalife commissioned the survey, which was conducted by NFO Plog Research, Inc., a subsidiary of NFO WorldGroup. The survey was conducted June 6 - 8, 2003 by telephone among 612 respondents who were drawn from a national sample of adults aged 18 and older. The survey has a margin of error of +/- 4 percentage points.

*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.

**Some scientific evidence suggests that consumption of antioxidant vitamins may reduce the risk of certain forms of cancer. However, FDA has determined that this evidence is limited and not conclusive.

†The Nobel Prize is a registered trademark of The Nobel Foundation.

EDITOR'S NOTE: Other non-affiliated medical experts are available for interviews. Product photography is available upon request.