

Hello AYSO Volunteer Leaders,

We would like to arm you with more information about the new AYSO-Herbalife sponsorship so that every one of your volunteers can learn about this great opportunity. We would really appreciate if you could help spread the word about this new Herbalife program by placing this information on your Web Sites. Thank you.

FOR IMMEDIATE RELEASE

New Sponsorship Helps Expand AYSO Programs

The American Youth Soccer Organization (AYSO) has announced a groundbreaking, 4-year sponsor relationship with HERBALIFE Ltd. (NYSE: HLF). The partnership joins America's largest single-entity youth soccer organization and one of the world's premier health and nutrition brands.

The most important opportunities that this Herbalife sponsorship will allow AYSO to pursue are expanding and improving programs for players. This will directly benefit our kids on the fields.

Other programs the Herbalife funding will help with directly support AYSO volunteers and parents. These include expanded distance learning so volunteers can more conveniently receive the education opportunities they need and desire; the relaunch of PlaySoccer - AYSO's home delivered member magazine; new member features for eAYSO; increased customer service for AYSO Regions; the rebuild of soccer.org to be a more useful tool for AYSO volunteers; new e-newsletters that give volunteers the opportunity to exchange experiences and advice; and public service announcement commercials for use by AYSO Regions on TV and radio. This program insures the ability to fund those elements of the AYSO 25 Year Strategic Plan that are ultimately adopted.

A Herbalife uniform logo (which will include a "Fueled By" designation and appear directly below the traditional AYSO mark) that Regions can opt-in to is a component of the sponsorship. When a Region chooses the Herbalife uniform logo this year, it will receive \$.50 per uniform to add to its own income stream. Herbalife is also paying for any additional costs of this logo application. The use of the Herbalife logo is important to the success of this partnership and we ask your Region to support it. Please opt-in when your Region makes its next uniform purchase.

For complete information on this new program, please read [AYSO-Herbalife Sponsorship Frequently Asked Questions](#) and the Statement from National President Mike Wade located on the homepage of soccer.org