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The Hoffman Agency Wins Herbalife's Southeast Asia PR Account

Eight-month campaign extends HA's push beyond technology clients

SINGAPORE (Jun 30, 2009) —Herbalife, a global nutrition and direct-selling company, has appointed The Hoffman Agency (HA) to handle its public relations program in Southeast Asia on a project basis. The eight-month account, which started last month, will see HA take the lead in Herbalife's regional PR campaign that spans four key markets: Singapore, Malaysia, Indonesia and the Philippines.

As regional coordinator, HA will help Herbalife develop an integrated marketing communications strategy focused on building brand awareness and strengthening the company's media relations across all target markets.

HA was selected to handle the account purely on industry recommendations and previous client work, which convinced Herbalife not to pursue other agencies.

"We are deeply honored to be chosen by Herbalife," said Chris Tang, Managing Director, Asia Pacific, The Hoffman Agency. "Herbalife's confidence in our expertise and experience is a significant affirmation to the mantra that our Agency lives — 'focus on doing great work and the rest will follow'."

"Winning the Herbalife account also marks an important step in our efforts to diversify our business beyond traditional technology clients," Tang added.

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More information about Herbalife can be found at www.herbalife.com

About The Hoffman Agency

The Hoffman Agency (www.hoffman.com) helps technology, telecommunications and consumer electronics companies communicate compelling messages across the globe. Thanks to a unique global infrastructure and culture, The Hoffman Agency takes a collaborative approach to implementing multi-country programs. Its operation extends across Asia Pacific, Europe and the U.S.

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