

CARSON, Calif., Oct. 8, 2013 /PRNewswire/ -- Global nutrition company Herbalife and the four-time - MLS Cup champion LA Galaxy today launched their first-ever original web series, "Be A Pro," to broaden the conversation and help change the culture around fitness, nutrition and soccer. The original series exemplifies a shift in branded entertainment to compelling, high-quality content audiences want to share. Starting Tuesday, Oct. 8, 2013, fans can visit [LA Galaxy website](#) and the [LA Galaxy Facebook](#) page to view this behind-the-scenes look at the unique lives and careers of these remarkable athletes.

The short-form, documentary-style series, directed by independent filmmaker Brandon Vedder ("Pearl Jam: Live at The Garden," "La Source"), features eight episodes that holistically explore what it takes to be a professional soccer player through the eyes of LA Galaxy peak performers. Featuring Galaxy players including Omar Gonzalez

, Marcelo Sarvas and Jaime Penedo

, "Be A Pro" dives into the mental and physical commitments and sacrifices that are made in order to perform at the highest level. Episodes look at the game's most crucial elements, including the physical strain, endurance, recovery, mental acuity, and general fitness; and

demonstrate how these are tackled through dedication, discipline and diligent nutrition.

The "Be A Pro" series is the latest innovative collaboration between Herbalife and the LA Galaxy, and serves to inspire the wider soccer community to maintain a healthy lifestyle and to play at their maximum potential.

"Together with Herbalife, we created 'Be A Pro,' to tell engaging stories and provide an in-depth look at what it takes to be a professional athlete," said Chris Klein, President of the LA Galaxy. "Delivering this inside look at the physical and mental aspect of the LA Galaxy's players day-to-day lives helps emphasize the importance of nutrition and dedication in athletes striving to achieve their goals while helping build a stronger emotional connection with the LA Galaxy."

"This series represents another key milestone in our long-standing partnership with the LA Galaxy," said Rob Levy, executive vice president, sales and marketing, Herbalife. "As a global nutrition company, it is our mission to educate as many people as possible as to the benefits of leading a healthy and active life, and the sport of soccer is the perfect vehicle for relaying this message worldwide."

"For the Herbalife 'Be A Pro' series to feel authentic and protect the trust that we have with our Galaxy fans, it was critical that the content not only serve an educational purpose or feel forced. The series needed to sustain an entertaining narrative to foster a deeper emotional connection between nutrition and soccer," said Scott Carlis, vice president, digital and social media, AEG Global Partnerships. "Each episode maintains a level of compelling, high-quality content audiences have come to expect and want to share."

"Be A Pro," is the most recent development from a landmark extension to the long-standing relationship between Herbalife and LA Galaxy. In 2012, LA Galaxy and Herbalife announced a record 10-year extension, one of the largest and longest sponsorship agreements in MLS history, valued at over \$44 million. The partnership not only includes Herbalife as the Galaxy's official jersey sponsor, which is one of the top selling jerseys in MLS, but also sees the global nutrition company continue as the official and exclusive nutrition partner, with the entire line of Herbalife products available to the club's players and coaching staff.

For more information on "Be A Pro" visit www.lagalaxy.com/beapro .

About Herbalife Ltd. Herbalife Ltd. (NYSE: [HLF](#)) is a global nutrition company that sells weight-management, nutrition and personal care products intended to support a healthy lifestyle. Herbalife products are sold in more than 80 countries to and through a network of independent distributors. The company supports the Herbalife Family Foundation and its Casa Herbalife program to help bring good nutrition to children. Herbalife's website contains financial and other information at www.herbalife.com

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About LA Galaxy The reigning back-to-back MLS Cup Champions, the LA Galaxy are one of the original 10 MLS clubs and are currently playing their 18th season in Major League Soccer. Founded in June 1994, the Galaxy are one of 19 teams in MLS. The Galaxy play all of their home games at StubHub Center, a 27,000 seat stadium that opened in 2003 on the campus of California State University – Domingue in C z Hills arson, Calif.

A four-time MLS Cup champion in addition to two U.S. Open Cup trophies and a CONCACAF Champions Cup title, the Galaxy boast a roster that features many of the biggest domestic and international stars in all of MLS. For more information about the club or to purchase tickets, please call the 877-3GALAXY or visit the club's official website www.lagalaxy.com

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About AEG AEG is one of the leading sports and entertainment presenters in the world. AEG, a wholly owned subsidiary of the Anschutz Company, owns or is affiliated with a collection of companies including over 100 of the world's preeminent facilities such as STAPLES Center (Los Angeles, CA), StubHub Center (Carson, CA), Best Buy Theater (Times Square, New York), Mercedes-Benz Arena (Shanghai, China), Allphones Arena (Sydney, Australia) and The O2 arena and entertainment district (London, England). Developed by AEG, L.A. LIVE is a 4 million square foot / \$2.5 billion

downtown

Los Angeles

sports, & entertainment district featuring Nokia Theatre L.A. LIVE, Club Nokia, and a 54-story, 1001-room convention "headquarters" destination. In addition to overseeing privately held management shares of the Los Angeles Lakers, assets of AEG Sports include franchises such as the LA Kings, LA Galaxy and Houston Dynamo and the Amgen Tour of California

cycling stage race. Along with AEG Facilities, other global divisions include AEG Live, the world's second largest concert promotion and touring companies comprised of touring, festival, exhibition, broadcast, merchandise and special event divisions and AEG Global Partnerships, responsible for worldwide sales and servicing of sponsorships, naming rights and other strategic partnerships. In 2010, AEG launched its AEG 1EARTH environmental program featuring the industry's first sustainability report while in 2011, AEG introduced AXS Ticketing, a new entertainment platform serving as the company's primary consumer brand which will also feature a mobile service as well as video content service now in development as well as the AXS TV network. For additional information, visit

www.aegworldwide.com

About Brandon Vedder Brandon Vedder is an award winning documentarian whose films have ranged from following famed rock band Pearl Jam for "Pearl Jam: Live at The Garden" to embedding in South African townships & refugee camps where he documented the stories behind the blood soaked outburst of violence against northern immigrants for his documentary, "Black on Black". Brandon's most recent documentary is the critically acclaimed and award winning film "La Source", which is narrated by Oscar nominated actor, Don Cheadle

. The Academy Award qualified film was released theatrically in LA & NYC has toured the world playing over 30 film festivals.

["La Source"](#)

was one of the few films selected by the U.S. Department of State's Bureau of Educational and Cultural affairs as part of their artistic diplomacy program which screens American films for audiences all over the globe.

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