

Herbalife Sponsors Spartak

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U.S. nutrition products company Herbalife, known for its protein shakes and energy supplements, will become the title sponsor of the Spartak Moscow football club, Vedomosti reported Wednesday.

The company and the Premier League club confirmed the partnership, promising to announce details on Friday. Vedomosti reported, citing an unidentified club partner, that the contract would cost Herbalife about \$10 million over 2 1/2 years.

By placing its logo on the T-shirts of the country's most popular football club, the company hopes to improve its image in Russia after overly aggressive advertising campaigns during the 1990s, Vedomosti reported. ▣

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