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MusclePharm Wins Three Bodybuilding.com Awards Upon Fitness Enthusiasts' Votes

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October 3, 2012 1:15 AMMusclePharm wins prestigious Brand of the Year award

DENVER, Oct. 3, 2012 /PRNewswire/ -- MusclePharm Corporation (MSLP.OB), a nutritional supplement company focused on active lifestyles, announced today that it won three of the 23 top honors at the 2012 Bodybuilding.com Supplement Awards, awarded on September 29-30(th) at the 2012 Joe Weider's Olympia in Las Vegas, Nevada. Bodybuilding.com indicated that the awards reflected Internet votes casted by consumers, with each category being represented from the over 500 brand names and over 8,000 health and fitness products sold on Bodybuilding.com. The original 70 nominations this year were based on sales, and consumers voted from July 13 - August 31, 2012 in picking this year's final winners. There were a record-breaking number of votes- 2.4 million.
The three MusclePharm awards were for

-- Brand Of the Year
-- Pre-Workout Supplement Of the Year (Assault?)
-- Packaging of the Year

"MusclePharm is especially gratified to receive these prestigious awards, because workout enthusiasts cast the votes for what they feel are the best products," said MusclePharm Chief Executive Officer Brad Pyatt. "We were honored to win these three awards, and with a field of over 8,000 supplements--235 different pre-workout products challenging our Assault? pre-workout alone--we are proud to be a standout brand in the eyes of the consuming public. To our customers, a big thanks from the entire MP Team!"
ABOUT MUSCLEPHARM CORPORATION
MusclePharm is a healthy lifestyle company that develops and manufactures Informed Choice approved nutritional supplements. The products are formulated through a six-stage research process involving the expertise of leading nutritional scientists and field tested using a pool of up to one hundred elite professional athletes from various professional sports leagues including the National Football League, Mixed Martial Arts and Major League Baseball. The Company's products address active lifestyles, including muscle building, weight loss and maintaining general fitness through a daily nutritional supplement regimen. MusclePharm's products are also sold to consumers in more than 120 countries and available in over 10,000 U.S. retail outlets, including Dick's Sporting Goods, GNC, Vitamin Shoppe, Vitamin World, Bally Total Fitness and 24 Hour Fitness. MusclePharm products also are sold through more than 100 online stores globally, including bodybuilding.com, Amazon.com and Vitacost.com. For more information, please visit www.musclepharm.com [2].

FORWARD LOOKING STATEMENTS

Certain information contained herein includes forward-looking statements. Statements, along with other known and unknown risks, uncertainties and other factors that may cause actual results, levels of activity, performance, or achievements to be materially different from any future results, levels of activity, performance or achievements expressed or implied by these forward-looking statements. Undue reliance should not be placed on forward-looking statements, since they involve known and unknown risks, uncertainties and other factors which are, in some cases, beyond the Company's control and which could, and likely will, materially affect actual results, levels of activity, performance or achievements. Any forward-looking statement reflects the Company's current views with respect to future events and is subject to these and other risks, uncertainties and assumptions relating to operations, results of operations, growth strategy and liquidity. Readers are encouraged to read the Company's reports filed with the SEC, including its Form 10-K/A for the year ended December 31, 2011, for a description of forward-looking statements and related uncertainties. MusclePharm assumes no obligation to publicly update or revise these forward-looking statements for any reason, or to update the reasons actual results could differ materially from those anticipated in these forward-looking statements, even if new information becomes available in the future.

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