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MusclePharm Adds Dick's Sporting Goods To Its Growing Retail Distribution

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-- Multiple MusclePharm Products to be Sold in 483 Dick's Retail Stores Throughout the United States --

DENVER, Aug. 28, 2012 /PRNewswire/ -- MusclePharm Corporation (OTCBB: MSLP), a nutritional supplement company focusing on active lifestyles, today announced it has added Dick's Sporting Goods, Inc. to its growing list of retail customers.

The Company said its award winning products Assault?, Combat Powder, and Muscle-Gel will be sold in 483 Dick's locations throughout the United States. Product shipments to Dick's have begun and are expected to be in all locations within the next few weeks.

"Adding Dick's Sporting Goods, one of the nation's pre-eminent retailers, provides us with a significant outlet that brings our products directly to our targeted consumers and further extends the MusclePharm brand name," said Brad Pyatt, chief executive officer of MusclePharm.

ABOUT DICK'S SPORTING GOODS

Dick's Sporting Goods, Inc. is an authentic full-line sporting goods retailer offering a broad assortment of brand name sporting goods equipment, apparel and footwear in a specialty store environment. It also owns and operates Golf Galaxy, LLC, a golf specialty retailer. As of July, 2012, it operated stores in 44 states, 81 Golf Galaxy stores in 30 states and eCommerce websites and catalog operations for both Dick's Sporting Goods and Golf Galaxy.

ABOUT MUSCLEPHARM CORPORATION

MusclePharm is a healthy lifestyle company that develops and manufactures a line of Informed Choice approved nutritional supplements that are free of banned substances. Based on years of research at the MusclePharm Sports Science Center, the products are created through an advanced six-stage research protocol involving the expertise of top nutritional scientists and field tested by more than 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 in more than 120 countries and available in over 10,000 U.S. retail outlets, including Dick's Sporting Goods, GNC, Vitamin Shoppe and Vitamin World.

MusclePharm products also are sold through more than 100 online stores, 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. These statements include, but are not limited to, shipments expected to be at all locations within the next few weeks, 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 Annual Report on Form 10-K/A for the year ended December 31, 2011, for a description of these 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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SOURCE MusclePharm Corporation

Web Site: http://www.musclepharm.com [2]

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