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MusclePharm Sponsoring WEC Title between Dominick Cruz and Joseph Benavidez

One Million People Expected to Watch the Fight

DENVER-- MusclePharm(R) Corporation (OTCBB:[MSLP](#)), one of the fastest growing nutritional supplement companies in the United States with a proprietary formulation used in eight performance products, will be sponsoring the World Extreme Cagefighting title (WEC) between Dominick Cruz and Joseph Benavidez which airs live tonight on Versus network.

MusclePharm is one of five WEC title sponsors including, Bud Light, Harley Davidson, Pepsi, and Tapout. The event has a regular viewing audience of more than one million people for its fights on the Versus network. MusclePharm will run two 30-second commercials. In addition, the MusclePharm logo will be displayed in two places on the ring mat.

"The fight will serve as another incredible showcase for the MusclePharm brand," commented Cory Gregory, MusclePharm's President. "MusclePharm is extremely pleased to have the opportunity to work with the WEC and their athletes that garner such strong interest and viewership."

MusclePharm has sponsored more than 50 UFC and WEC titles since the brand's inception. MusclePharm products are currently available in 1,200 of the top General Nutrition Centers (GNC) in the United States, as well as Vitamin Shop. MusclePharm's award-winning products -- Assault(R), Battle Fuel(R), Bullet Proof(R), Combat Powder(R), Recon(R) and Shred Matrix(R)--are also available online at [gnc.com](#), [bodybuilding.com](#), [amazon.com](#) and many other locations.

About MusclePharm

MusclePharm's top management has extensive experience in the sports world and has harnessed this drive and focus into building a business to benefit its customers and help Fuel The Athlete Inside(TM). Headquartered in Aurora, Colorado, the company is a fast-growing developer and manufacturer of safe, scientifically approved, nutritional supplements that are free of banned substances and tested by athletes. They are designed

to help athletes, bodybuilders, weightlifters and fitness enthusiasts improve their performance. Each and every MusclePharm product is the end result of an advanced six-stage research and testing protocol involving the expertise of top nutrition scientists. In addition, the products have been field-tested by more than 100 elite professional athletes from the NFL, MMA, MLB and elsewhere. To date, the company has developed six products: ASSAULT(R), BATTLE FUEL(R), BULLET PROOF(R), COMBAT POWDER(R), RECON(R) and SHRED MATRIX(R). Two additional products are due in stores in 2010. MusclePharm products offer up to twice as much of the active ingredients per serving as competing products and incorporate a proprietary mix of ingredients not available elsewhere, such as Suma root- the "Russian Secret." Suma is a natural, performance-boosting, strength-and muscle-building herbal derivative that has been used for years by top Russian athletes. For more information, please visit www.musclepharm.com.

Source: MusclePharm(R) Corporation