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MusclePharm Moves Into Top 10 Best-Selling Brands on Bodybuilding.com

DENVER, Jan. 25, 2011 (GLOBE NEWSWIRE) -- MusclePharm(R) Corporation (OTCBB:MSLP), one of the fastest growing nutritional supplement companies in the United States, is pleased to announce that it is now the No. 9 best-selling supplement brand on www.bodybuilding.com, the largest online retailer for health and fitness supplements.

MusclePharm is also excited to note that it is on pace to hit its first million-dollar sales month in company history for January, as the popular company continues to expand and develop at a remarkable rate.

That impressive growth has allowed MusclePharm to crack the top 10 at bodybuilding.com on a brand list that includes more than 550 companies. In addition, its cutting-edge pre-workout supplement, Assault, has rapidly moved into the top 10 best-selling products lists as well. It currently sits as the No. 9 best-selling product on an influential website that showcases more than 12,000 products.

"Making the top 10 most popular brands and products list at bodybuilding.com is a great accomplishment for any company, let alone one that has been around for just a little more than two years," Bodybuilding.com COO and CFO Michael McClane said.

"The savvy marketing MusclePharm has done has helped contribute to the sales climb each month with us, and we are very much excited about the future sales with MusclePharm."

Bodybuilding.com, who in 2008 sold a controlling stake of its company to Liberty Media for \$100 million, has shipped over 7 million orders worldwide and to the United States Armed Forces, setting the trend for many international markets by listing its top-selling brands.

Assault, a premier and clinically researched performance-booster, has gained notable popularity on a site that attracts millions of visitors a day, boasting excellent customer reviews for a performance-enhancing matrix that was nominated for top pre-workout supplement of 2010 by bodybuilding.com.

MusclePharm's revolutionary fat-loss product, Shred Matrix, has also made noteworthy increases in popularity, as it is currently listed as the No. 37 best-selling product among the tens of thousands that are available on bodybuilding.com.

ABOUT MUSCLEPHARM

Headquartered in Denver, Colorado, MusclePharm is a rapidly expanding healthy life-style company that develops and manufactures a full line of NSF and scientifically approved nutritional supplements that are 100% free of any banned substances. Based on years of research, MusclePharm products are created through an advanced six-stage research protocol involving the expertise of top nutritional scientists, and field tested by more than 100 elite professional athletes from various sports including the NFL, MMA, and MLB. The Company's propriety and award winning products address all categories of an active lifestyle including muscle building, weight loss, and maintaining general fitness through a daily nutritional supplement regimen. MusclePharm is sold in over 120 countries and available in over 5,000 U.S. retail outlets that include GNC and Vitamin Shoppe, as well as over 100 online stores, including bodybuilding.com, Amazon and Vitacost.com. For more information, please visit www.musclepharm.com.

Forward-looking Statements

MusclePharm Corporation believes the information set forth in this Press Release may include "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995, Section 27A of the Securities Act of 1933 and Section 21E of the Securities Act of 1934. Certain factors that could cause results to differ materially from those projected in the forward-looking statements are set forth in "Risk Factors" in Item 2.02 of the Company's Form 8-K dated February 18, 2010, which has been filed with the Securities and Exchange Commission.

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Source: MusclePharm