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MusclePharm's Assault™ Now Top-Selling Pre-Workout Product On Bodybuilding.com

DENVER, Dec. 30, 2011 /PRNewswire/ -- MusclePharm Corporation, a Nevada corporation ("MusclePharm" or the "Company") (OTCBB: MSLP), an expanding U.S. nutritional supplement company, is pleased to announce that the Company's popular pre-workout product ("Assault") is now the No. 1-selling pre-workout product on Bodybuilding.com, the world's largest online sports nutrition retailer with yearly revenues upwards of \$250 million.

Assault, which was recently named the "2011 Bodybuilding.com New Supplement of the Year," is also now the No. 2 overall top-selling product on a website that features more than 12,000 products from 500 companies.

Assault is currently the only pre-workout product in the sports nutrition market to have certifications from the National Science Foundation (NSF) and Informed Choice as Banned Substance Free. Assault continues to garner impressive reviews from athletes and consumers around the world, also earning extraordinary reviews in recent clinical trial studies performed at the prestigious United States Sports Academy.

Phase 1 and Phase 2 clinical trial studies were recently completed with Assault and will be published in the coming months in a major medical journal. With unprecedented results for a pre-workout product, it will only lend validity to the already popular Assault product that is one of the most effective and safest pre-workout products on the market with the science to prove it.

Other MusclePharm products continue to have similar success on Bodybuilding.com as well, including the following:

- Assault is the No. 1-selling pre-workout and No. 2 overall best-selling product
- Armor-V™ is the No. 2-selling Multivitamin
- Shred Matrix™ is the No. 3-selling Fat Loss product
- Combat Powder™ is the No. 3-selling Whey Protein

Additionally, MusclePharm, the official nutritional supplement provider of the Ultimate Fighting Championship (UFC), has six products that are in the top 50 overall best-selling products on Bodybuilding.com. Of those, three (Assault, Combat and Armor-V) are in the top 15 overall best-selling products in what are also three of the most prominent categories in the sports nutrition industry.

"This is very exciting news for MusclePharm. We are thrilled to have Assault as the No. 1 pre-workout product on Bodybuilding.com as that site is the standard for sports nutrition worldwide. With our upcoming clinical studies on Assault from the United States Sports Academy, it will only add to the credibility of an already proven and reliable product," MusclePharm CEO Brad Pyatt said.

ABOUT MUSCLEPHARM CORPORATION

Headquartered in Denver, Colorado, MusclePharm is a healthy life-style company that develops and manufactures a full line of NSF and 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 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, including GNC and Vitamin Shoppe, and Vitamin World. MusclePharm products are also sold in over 100 online stores, including bodybuilding.com, Amazon.com and Vitacost.com. For more information, please visit www.musclepharm.com.

FORWARD LOOKING STATEMENTS

The information contained herein includes forward-looking statements. These statements relate to future events or to our future financial performance, and involve known and unknown risks, uncertainties and other factors that may cause our 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. You should not place undue reliance on forward-looking statements since they involve known and unknown risks, uncertainties and other factors which are, in some cases, beyond our control and which could, and likely will, materially affect actual results, levels of activity, performance or achievements. Any forward-looking statement reflects our current views with respect to future events and is subject to these and other risks, uncertainties and assumptions relating to our operations, results of operations, growth strategy and liquidity. We assume 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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