Ultimate Fighting Championship® (UFC), MusclePharm® Renew Partnership

LAS VEGAS, Dec. 2, 2013 /PRNewswire/ -- The Ultimate Fighting Championship® announced a multi-year renewal with MusclePharm® Corporation (OTCQB: MSLP) a leading international, award-winning sports nutrition company. In addition to branding in the hallowed Octagon®, MusclePharm will be featured in a variety of UFC programming elements ranging from national television broadcasts to Pay-Per-Views and across UFC's digital platforms. The sponsorship also involves special events and the use of official marks and logos for consumer retail promotions including a special Octagon-shaped Fight Pack.

"MusclePharm has a long history with us and we're excited to continue our partnership," said Dana White, president, UFC. "It represents our commitment to growing MMA around the world."

"MusclePharm's cutting-edge products are scientifically formulated to measure up to the needs of UFC athletes so it's the ideal collaboration," said Jeremy DeLuca, president of Sales and Marketing, MusclePharm. "MMA is an area that fits our brand and partnering with the UFC allows us to reach a demographic that shares our passion for fitness and performance."

MusclePharm has sponsored more than 100 of UFC's top fighters including Anderson Silva, Jon Jones, Clay Guida, Donald Cerone, Jose Aldo, Travis Browne, Jake Shields, Lyoto Machida, Patrick Barry and Rashad Evans. Many of these fighters have trained at MusclePharm's 30,000 square foot Sports Science Center in Denver, Colorado. MusclePharm also sponsors 49ers quarterback Colin Kaepernick and Arnold Schwarzenegger among other prominent athletes.

About the Ultimate Fighting Championship®
Universally recognized for its action-packed, can't-miss events that have sold out some of the biggest arenas and stadiums across the globe, the UFC® is the world's premier mixed martial arts (MMA) organization. Owned and operated by Zuffa, LLC, headquartered in Las Vegas and with offices in London, Toronto, Beijing and Sao Paulo, UFC produces more than 35 live events annually. The UFC is the largest pay-per-view event provider in the world with events distributed residually through North American cable and satellite providers including iN DEMAND, DirecTV, DISH Network, Avail-TVN, and in Canada on
BellTV, Shaw Communications, Sasktel, and Viewer's Choice. In 2012, the UFC burst into
the mainstream with a landmark seven-year broadcast agreement with FOX Sports Media
Group for live events and thousands of hours of programming including the longest-
running sports reality show on television, The Ultimate Fighter®, on FOX Sports 1.

In addition to its reach on FOX, UFC programming is broadcast in over 145 countries, to
882 million TV households worldwide, in 28 different languages. UFC content is also
distributed commercially in the United States to bars and restaurants through Joe Hand
Promotions, in English throughout Canada via Premium Sports Broadcasting Inc. and
Australia via Main Event and in French throughout Quebec via Interbox. The UFC also
connects with tens of millions of fans through its website, UFC.com, as well as social
media sites Facebook and Twitter. UFC President Dana White is considered one of the
most accessible and followed executives in sports, with nearly 2.5 million followers on
Twitter. UFC businesses also include over 90 UFC GYM® locations in 28 US states, UFC
FIT™, an in-home fitness and nutrition program, UFC 360, the internationally distributed
magazine, UFC.TV offering live event broadcasts and video on demand around the world,
a new videogame franchise in development with EA, best-selling DVDs, UFC Fight Club®,
UFC Fan Expo®, branded apparel and Topps Trading Cards. For more information visit
UFC.com.

ABOUT MUSCLEPHARM CORPORATION:
MusclePharm® is a leading international, award-winning sports nutrition company offering
vitamins and nutritional supplements which are available in more than 110 countries and
available in 15,000+ U.S. retail outlets, including Costco, Dick's Sporting Goods, 24 Hour
Fitness, Bally's, GNC, Vitamin Shoppe and Vitamin World. The company's brands are
MusclePharm®, Arnold Schwarzenegger Series™, and FitMiss™. The comprehensive
lines of clinically-proven, safe and effective nutritional supplements are developed through
a six-stage research process that utilizes the expertise of leading nutritional scientists,
doctors and universities. For more information, visit www.musclepharm.com. Follow the

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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