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MusclePharm Strengthens Sales Team By Adding Proven Industry Veterans To Spearhead Distribution Efforts For New MusclePharm Natural Series

Jason Keenan and Christian Love Boast More Than 30 Years Combined Natural Supplement Sales Experience

DENVER, March 31, 2017 /PRNewswire/ -[MusclePharm Corporation](#) (OTCQB: MSLP) ("MusclePharm" or the "Company"), a scientifically-driven, performance lifestyle sports nutrition company, announced today the addition of two industry veteran sales executives with more than 30 years of combined experience – Christian Love and Jason Keenan – to support the introduction, sales and distribution of its new MusclePharm® Natural Series (Natural Series).

Both Love and Keenan join MusclePharm from Country Life Vitamins (Country Life), a leader in the natural foods industry, and bring to bear established relationships with traditional and online retailers, as well as retailers specializing in the natural foods sector.

Introduced in early March at [Natural Products Expo West](#), Natural Series is a premium line of plant-based, vegan, gluten-free, soy-free, non-GMO, products targeting individuals seeking an organic alternative to traditional nutritional products and supplements. Many of the products are certified USDA Organic, further differentiating the product line by appealing to the progressively more health-aware general public. The launch of Natural Series is the first of many anticipated sales initiatives slated for 2017.

"The launch of Natural Series is the first step in our strategy to expand and improve our product offering to drive long term growth in the business. Natural Series represents a tremendous opportunity for the Company to enter a new retail category and target consumers interested in all natural nutritional supplements," said Ryan Drexler, CEO and Chairman of the Board, MusclePharm. "To support the launch of this premium organic, vegan product, we are committed to building a robust sales team and comprehensive marketing campaign."

Mr. Drexler continued, "I am pleased that we were able to attract Jason and Christian, both of whom are considered two of the most well-respected sales executives in the natural supplement sector, to MusclePharm. We are confident they will be a great asset to the Company and our sales strategy. We expect their collective relationships with key retailers and distribution channels to drive sales of Natural Series. Today, MusclePharm

products are available in more than 120 countries at nearly 50,000 retail outlets worldwide; with the addition of the Natural Series to the Company's product offering we expect to significantly expand this reach."

With nearly 20 years of experience, Jason Keenan will serve as National Sales Director, Key Accounts, focusing on digital distribution channels for the Natural Series. Most recently, Keenan served as National Key Account Manager for Country Life, where he was responsible for a large percentage of the Company's total growth and revenue. During his tenure at Country Life, Keenan served in various capacities within its sales division including direct sales, sales management, broker relations, web, grocery, key accounts, product training and marketing support.

Serving as National Sales Director, Natural, Christian Love brings more than 15 years of experience in the vitamin and supplement sector to MusclePharm. In her new role, Love will focus on securing distribution for the Natural Series internationally and domestically. Prior to joining the Company, Love served as Key Account Sales Manager at Country Life, where she managed key national accounts, growing revenue among accounts year-over-year as well as analyzed market data and trends to develop strategic marketing, sales and promotional programs for key accounts to ensure success.

About MusclePharm Corporation

MusclePharm® is a scientifically-driven, performance lifestyle company that develops, manufactures, markets and distributes branded nutritional supplements. The Company offers a range of powders, capsules, tablets and gels. Its portfolio of recognized brands includes MusclePharm® Sport Series, Black Label and Core Series, and FitMiss™, which are available in more than 120 countries and over 50,000 retail outlets worldwide. The clinically-proven supplements are developed through a six-stage research process utilizing the expertise of leading nutritional scientists, doctors and universities. MusclePharm is the innovator of the sports nutrition industry. For more information, visit <http://www.musclepharm.com>. To sign up to receive MusclePharm news via email, please visit <http://ir.musclepharmcorp.com/email-alerts>.

Forward-Looking Statements

This release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities and Exchange Act of 1934, as amended. Statements that are not a description of historical facts constitute forward-looking statements and may often, but not always, be identified by the use of such words as "expects", "anticipates", "intends", "estimates", "plans", "potential", "possible", "probable", "believes", "seeks", "may", "will", "should", "could" or the negative of such terms or other similar expressions. Actual results may differ materially from those set forth in this release due to the risks and uncertainties inherent in the Company's business. More detailed information about the Company and the risk factors that may affect the realization of forward-looking statements is set forth in the Company's Annual Report on Form 10-K for the fiscal year ended December 31, 2015, the Company's Quarterly Reports on Form 10-Q and other filings submitted by the Company to the Securities and Exchange Commission, copies of which may be obtained from the SEC's website at www.sec.gov. Readers are cautioned not to place undue reliance on these forward-looking statements,

which speak only as of the date hereof. All forward-looking statements are qualified in their entirety by this cautionary statement and the Company undertakes no obligation to revise or update this release to reflect events or circumstances after the date hereof.

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