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MusclePharm Expands Partnership With Brand Ambassador Tiger Woods

Woods to Debut MusclePharm-Branded Water Bottle at Waste Management Phoenix Open

DENVER, CO -- (Marketwired) -- 01/29/15 -- MusclePharm Corporation (OTCQB: MSLP), a scientifically driven, performance-lifestyle sports nutrition company, today announced that brand ambassador Tiger Woods will debut a new MusclePharm-branded water bottle in his first PGA Tour start of the year at this week's Waste Management Phoenix Open. Woods already carries a MusclePharm-branded golf bag as part of a multi-year endorsement deal signed last year.

"Tiger is a great ambassador for our brand, and we are excited to build on our relationship and help fuel his success on the course, especially as MusclePharm expands into the beverage category," said Brad Pyatt, CEO of MusclePharm.

"MusclePharm is a leader in the sports nutrition industry, helping athletes compete at the top of their game, and bringing the brand to the golf course is a natural fit for an iconic athlete like Tiger," said Woods' agent, Mark Steinberg.

MusclePharm will have a booth located at the Waste Management Phoenix Open Expo Center featuring product giveaways and a raffle for a MusclePharm-branded golf bag exactly like the one Tiger carries on the course.

In addition to Woods, MusclePharm's stable of endorsers include Arnold Schwarzenegger, and professional football players Colin Kaepernick and Johnny Manziel. MusclePharm is also the Official Supplement Provider of Ultimate Fighting Championship® (UFC) and USA Wrestling.

About MusclePharm

MusclePharm® is a scientifically-driven, performance lifestyle company that currently develops, manufactures, markets and distributes branded nutritional supplements. The company offers a complete range of powders, capsules, tablets and gels. Its portfolio of recognized brands, including MusclePharm® Hybrid and Core Series, Arnold Schwarzenegger Series™ and FitMiss™, are marketed and sold in more than 110 countries and available in over 35,000 retail outlets globally. These clinically-proven and scientific nutritional 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 www.musclepharm.com.

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