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# MusclePharm Launches MusclePharm Natural Series

**--New Line from Industry Leader to Meet Growing Consumer Demand for All Natural, Organic, Vegan Nutritional Supplements**

**--Natural Series to Launch at Natural Products Expo West, March 10-12 in Anaheim, CA**

ANAHEIM, Calif., March 10, 2017 /PRNewswire/ --**EXPO WEST** - [MusclePharm Corporation](#) (OTCQB: MSLP) ("MusclePharm" or the "Company"), a scientifically-driven, performance lifestyle sports nutrition company, today announced the launch of MusclePharm® Natural Series (Natural Series), a line of plant-based, vegan, gluten-free, soy-free, non-GMO, premium products targeting individuals seeking an organic alternative to traditional nutritional products and supplements. MusclePharm Natural Series is launching today at [Natural Products Expo West](#), the world's largest natural products event, hosted at the Anaheim Convention Center (Booth #970 Hall A).



The Natural Series line complements MusclePharm's existing range of premium-quality products and represents a new retail category for the Company, which made its name as a leader in the sports nutrition industry. MusclePharm's flagship products are currently available in more than 120 countries and more than 50,000 retail outlets worldwide; this latest expansion will facilitate access to new retail channels, including large natural food store chains, both domestically and abroad.

"Natural Series represents both a logical extension and a tremendous opportunity for MusclePharm to capitalize on the brand recognition and consumer acceptance of our products. In addition, the launch underscores the Company's commitment to providing our customers with high-quality products that support their diverse fitness needs and goals," said Ryan Drexler, CEO and Chairman of the Board, MusclePharm. "From professional athletes to weekend warriors, we strive to cater to every subset of the active population and offer scientifically-proven products that optimize results. We are expanding our line in response to the burgeoning demand for nutritious, all-natural organic offerings that promote healthy lifestyles and environmental sustainability."

Select items in the Natural Series are certified USDA Organic, denoting third-party verification of their quality and purity, and demonstrating best practices and careful stewardship. These include:

- **MusclePharm USDA Organic Plant-Based Performance Protein** - a blend of raw, all-organic protein sourced from Pea Protein isolate, and QuinoaTrim™ Quinoa – delivering all essential amino acids to support daily nutrition and performance.
- **MusclePharm USDA Organic Superfoods** - a combination of organic greens, fruits and vegetables, ancient grains, and sprouted whole foods that serve any active lifestyle. To maximize these superfoods' power, aloe vera, a full spectrum of digestive enzymes, and probiotics, help promote superior digestion and bioavailability.
- **MusclePharm Organic Protein Bars** - featuring complete proteins sourced from organic whole-grain brown rice protein, and organic pea protein, to provide all the beneficial lean muscle-building benefits of protein through an all-natural, organic, and great-tasting small meal alternative.
- **MusclePharm Pre-Workout** - a combination of caffeine, natural botanicals, electrolytes, and Amino Acids that work together to support training goals and provide pure, unadulterated results, naturally.

According to Zion Market Research, the global dietary supplements market continues to expand and is expected to reach [\\$220.3 billion in 2022](#), while the Organic Trade Association (OTA) notes that the organic industry is also experiencing unprecedented growth, up [11 percent](#) (for a total of \$43.3 billion) in 2015.

Mr. Drexler concluded, "Both the all-natural and organic segments represent the fastest-growing corner of the market, and MusclePharm is a brand uniquely positioned to capitalize on this opportunity. Over the past year, we have worked closely with regulatory bodies to secure USDA Organic certification for a majority of these products, which not only differentiates the Natural Series from its competitors, but effectively positions MusclePharm to further penetrate its existing distribution channels and enter new markets."

## 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](http://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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