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Q&A with MusclePharm CEO Ryan Drexler Featured in Inc.com

Article Highlights How Tough Decisions, Combined with Strong Brand Equity Has Fueled Successful Corporate Turnaround

DENVER, Aug. 22, 2017 /PRNewswire/ -- MusclePharm Corporation (OTCQB: MSLP) ("MusclePharm" or the "Company"), a scientifically-driven, performance lifestyle sports nutrition company, announced today that a Q&A session with its Chief Executive Officer, Ryan Drexler, focusing on the implementation of the new strategic vision of the Company, since Drexler assumed the role of CEO, was featured on Inc.com <https://www.inc.com/jeff-haden/one-step-back-many-steps-forward-how-to-turn-treme.html>.

Highlights of the article included:

- Purposefully reducing sales over the short-term, eliminating unprofitable SKUs and costly endorsements, have positioned MusclePharm for future growth and profitability
- Establishing the right mix of employees and skillsets is central to success of MusclePharm
- Tremendous brand recognition has allowed MusclePharm to successfully enter the high-growth organic nutrition space

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, FitMiss™, as well as Natural Series which was launched in 2017. These products 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, 2016, the Company's Quarter 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.

Investor Contacts:

Phil Carlson / Elizabeth Barker
KCSA Strategic Communications
E-mail: MSLP@kcsa.com

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