



ARNOLD



MEDIA KIT

Veterans Memorial ■ Greater Columbus Convention Center ■ Nationwide Arena ■ Dispatch Ice Haus ■ Lifestyle Communities Pavilion
Columbus, Ohio USA

Welcome Media Representatives to the 2010 Arnold Sports Festival

As you will see, more events have been added to our lineup this year than any previous year! Be sure to visit our website, www.arnoldsportsfestival.com, for the latest updates.

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Media Registration

Thank you for your interest in covering the Arnold Sports Festival. To qualify for a complimentary media credential for the events, the applicant must cover the sports industry on a regular basis by publishing articles or writing regular reports. Private consultants who are paid by an individual company are not eligible for a media pass, and should request a pass from the sponsoring company.

PRESS CREDENTIAL REQUESTS consists of the following three things:

1. A completed **credential form**.
2. A recent copy of the publication with your article clearly identified.
3. If you are a freelance journalist, a letter of assignment from an approved media outlet on that company's letterhead and signed by the editor is required.

Online news outlets, including web publications and blogs, must be previously established sites that contain original content and industry-related news on a regular basis.

We reserve the right to refuse media credentials, without cause, during pre-registration as well as onsite media registration. Due to high demand, media credentials are limited in number so please return your request at your earliest convenience.

If you plan to videotape any part of the Arnold Sports Festival, you must first sign the video waiver form when you pick up your credentials.

Onsite Press Room

The press room is located in room D-131 at the Greater Columbus Convention Center, 400 North High Street, Columbus, Ohio. The nearest entrance is directly across High Street from the Hampton Inn near the intersection of Spruce Street.

Hours:

Friday, March 6, 8:00 am - 4:00 pm

Saturday, March 7, 9:00 am - 4:00 pm

Sunday, March 8, 9:00 am - 4:00 pm

*A small, Media Relations office is located backstage at Veterans Memorial, Dressing Room B. It is staffed only during events on the main stage. It opens one hour before events begin and can be accessed using the backstage door.

Press Room Phone Numbers: (staffed only during dates and times listed above)

(614) 827-2842 Greater Columbus Convention Center

(614) 224-7615 Veterans Memorial

Services:

Internet access, phone, fax, copier

Media kits, maps, programs, schedules, athlete profiles, visitor guides

Meeting space for interviews

Knowledgeable media relations staff to help you locate experts, celebrities, and specific booths

Media kits from participating exhibitors

Arnold Sports Festival Media Credential Application

March 4-7, 2010 (EXPO March 5-7)

Media credential applications consist of the following items:

1. This completed form.
2. A recent copy of the publication with your article/photo clearly identified.
3. If you are a freelance journalist, a letter of assignment from an approved media outlet on that company's letterhead and signed by the editor is required.
4. A copy of your coverage from last year if you were credentialed last year.

(See our online [Press Room](#) for complete rules, updates and results.)

Submit your requests to:

Matt Lorz
Lorz Communications, Inc.
1331 South High Street
Columbus, Ohio 43207 United States

Phone (614) 443-1877
Fax (614) 443-6646
E-mail mattlorz@rrcol.com

Media you represent:
Website:
Contact Person/Company Information Name: Title: Phone: Fax: E-mail: Address:

List the names of individuals requesting credentials, their title, primary focus and day(s) attending.

Please be specific, here's a link to our daily schedule to help you plan: [Schedule of Events](#).

Name	Title	Primary Focus	Day(s) Attending
(Sample) Matt Lorz	ASF Media Relations	Pro BB Fri-Sat	Thurs-Sun

Stay up-to-date with the latest news by signing up for our [Newsletter](#), becoming our fan on [Facebook](#) and following us on [Twitter](#).

THANK YOU!

**ARNOLD SPORTS FESTIVAL
DAY 1 FRIDAY, MARCH 5, 2010**

GREATER COLUMBUS CONVENTION CENTER

- 8:00 am – 12:00 noon Arnold Amateur Strongman Competition
Hall C
- 8:00 am – 6:00 pm Arnold Strength Training Summit
ALL DAY REGISTRATION
C210-216 (2ND FLOOR)
- 8:00 am – 7:00 pm USA Powerlifting Championships
UNEQUIPPED COMPETITION
GRAND BALLROOM
- 8:00 am – 10:00 pm Gymnastics Challenge
COMPULSORY and OPTIONAL
HALLS E and F
- 8:30 am – 4:00 pm Art At The Arnold
MODEL DRAWING AND PAINTING
CONNECTOR BETWEEN CONVENTION CENTER AND HYATT HOTEL
- 9:00 am – 5:00 pm Sports Photography
WORKING PHOTO STUDIO
C220-222 (2ND FLOOR)
- 9:00 am – 6:00 pm CrossFit
B200 (2ND FLOOR)
- 9:00 am - 7:00 pm Table Tennis Challenge
TERRACE BALLROOM (2ND FLOOR) and E160's & E170's
- 9:00 am – 10:00 pm Active Living Festival
CEU Seminar – DELAWARE ROOM – 8:00 am–5:00pm
Senior Olympic Table Tennis Finals, Pickle Ball and Fencing
Friday Night Dance Party – 7:00pm – 10:00pm
HYATT REGENCY BALLROOM (DOORS OPEN AT 8:30 AM)
- 10:00am – 5:00 pm CrossFit Kids
E150-151
- 10:00 am – 8:00 pm Weightlifting Championships
ARNOLD INTERNATIONAL WEIGHTLIFTING INVITATIONAL
MASTERS (ALL SESSIONS) & OPEN DIVISION (INITIAL SESSIONS)
C110-C115
- 10:30 am – 6:00 pm Arnold Fitness EXPO**
OPEN TO GENERAL PUBLIC
ENTERTAINMENT/CONTESTS BEGIN AND
CONTINUE THROUGHOUT THE DAY
HALL D EXPO STAGE
Armwrestling Preliminaries
ALL CLASSES 10:30 AM -12:00 NOON
Ms. International, Fitness International, and Figure International
PREJUDGING 12:00 NOON-2:00 PM
Strongman (Professional) Contest
2:00 PM – 5:00 PM
WEC Weigh-Ins
5:00 PM – 6:00 PM

-More-

Friday, Day 1 - Page 2

- 12:00 noon – 7:00 pm Cheerleading and Dance
Competitor Registration 12:00 noon – 3:00 pm
Competition 3:00 pm – 7:00 pm
Battelle Grand
- 12:00 noon – 10:00 pm Boxing Championships/Martial Arts Festival/Arnold Grappling Championships
MARTIAL ARTS REGISTRATION NOON – 10:00 PM HOLIDAY INN DOWNTOWN
BOXING REGISTRATION 5:00 – 9:00 PM HOLIDAY INN DOWNTOWN
GRAPPLING REGISTRATION 5:00 – 10:00 PM C-122 CONVENTION CENTER
MMA WORKSHOP 12:30 – 3:00 FEATURING RANDY COUTURE, KEVEIN KEARNS,
DAVID SANDLER
WEC MEET AND GREET (ATHLETES TO BE ANNOUNCED AT A LATER DATE)
HALL C

VETERANS MEMORIAL

THUR 3/4 AUDITORIUM 7:00 PM Amateur Fitness & Figure Prejudging, Bikini Finals (GENERAL ADMISSION - \$25)*

- FRIDAY 3/5
9:00 am – 2:00 pm Amateur Bodybuilding Men's and Women's Championships
PREJUDGING
AUDITORIUM
(GENERAL ADMISSION - \$25)*
- 9:00 am – 9:00 pm Archery Competition *
OHIO NASP STATE TOURNAMENT
NORTH HALL
- 7:00 pm FINALS 2009
Ms. International, Fitness International
and Figure International
AUDITORIUM (RESERVED SEATING - \$50 and \$75)*

For more information: www.arnoldsportsfestival.com

TICKETS : ** EXPO Tickets. Adults: \$10 per day. 10yrs and under FREE if accompanied by an adult. Admission includes total access to the Arnold Fitness EXPO. For tickets: www.ticketmaster.com/arnold Also available at Convention Center Fri-Sat-Sun

NO BABY STROLLERS ALLOWED

- * Ticketmaster: 800-745-3000 Also available at Veterans Memorial days of events
- + Tickets also available at Nationwide Arena Box Office (Sunday, March 7TH only)

DATES AND TIMES SUBJECT TO CHANGE

2010 TRI-FOLD 01/28/10 DMR

**ARNOLD SPORTS FESTIVAL
DAY 2 SATURDAY, MARCH 6, 2010**

GREATER COLUMBUS CONVENTION CENTER

- 7:30 am – 8:00 pm **Weightlifting Championships**
ARNOLD CHAMPIONS OF TOMORROW – SCHOOL AGE AND JUNIOR DIVISIONS(INITIAL SESSIONS)
ARNOLD INTERNATIONAL WEIGHTLIFTING INVITATIONAL (FINALS)
C110-115
- Boxing Championships/Martial Arts Festival/Arnold Grappling Championships (Adults)**
BOXING AND MARTIAL ARTS REGISTRATION 7:30 AM ROOM C120 COMPETITION 9:00 AM
GRAPPLING REGISTRATION 8:00 AM ROOM C122, RULES MEETING 10:00 AM
HALL C
- 8:00 am – 4:00 pm **USA Powerlifting Championships**
QUEST AMERICAN PRO INVITATIONAL
GRAND BALLROOM
- 8:00 am – 6:00 pm **Arnold Fencing Classic**
REGIONAL YOUTH CIRCUIT – FOIL, EPEE AND SABRE
CADET OPEN – FOIL, EPEE AND SABRE
HYATT REGENCY – DELAWARE/FRANKLIN/UNION ROOMS
- Arnold Strength Training Summit**
MORNING REGISTRATION
C210-216 (2ND FLOOR)
- Youth DanceSport Classic Featuring:**
COMPETITION BETWEEN U.S. AND CANADIAN DANCE COUPLES
HYATT REGENCY BALLROOM
- Cheerleading and Dance**
COMPETITOR REGISTRATION 8:00AM – 12:00 NOON;
COMPETITION 8:00AM – 6:00 PM
Battelle Grand
- 8:00 am – 10:00 pm **Gymnastics Challenge**
COMPULSORY and OPTIONAL; INTERNATIONAL
ATHLETE EXHIBITION and OPENING
CELEBRATION 12:00 NOON
HALLS E and F
- 8:30 am – 4:00 pm **Art At The Arnold**
ALL DAY STUDIO WORK SESSIONS
CONNECTOR BETWEEN CONVENTION CENTER AND HYATT HOTEL
- 9:00 am – 5:00 pm **Sports Photography**
ONE-DAY PHOTO WORKSHOP WITH DAVID TEJADA
C223-225 (2ND FLOOR)
- CrossFit Kids**
E150-151

-More-

Saturday, Day 2 - Page 2

9:00 am – 6:00 pm **Arnold Fitness EXPO****
OPEN TO GENERAL PUBLIC
*ENTERTAINMENT/CONTESTS BEGIN AND
CONTINUE THROUGHOUT THE DAY*
HALL D EXPO STAGE
Armwrestling FINALS
9:00 AM – 10:00 AM
Amateur Men's and Women's Bodybuilding, Fitness & Figure FINALS
10:00 AM – 1:00 PM
Youth DanceSport
1:00 PM – 1:30 PM
Strongman (Professional) Contest
1:30 PM – 4:00 PM
International Pro Deadlift
4:00 PM – 6:00 PM

CrossFit
B200 (2nd FLOOR)

9:00 am – 9:00 pm **Table Tennis Challenge**
TERRACE BALLROOM (2ND FLOOR) and E160's & E170's

VETERANS MEMORIAL

9:00 am – 6:00 pm **Skateboarding**
TOP SHOP CONTEST AND BLUEPRINT SKATEBOARDS PROFESSIONAL DEMO
NORTH HALL

noon – 2:00 pm **22nd Arnold Classic Prejudging**
*AUDITORIUM (RESERVED SEATING - \$50)**

7:00 pm – 9:30 pm **22nd Arnold Classic FINALS**
*AUDITORIUM (RESERVED SEATING \$50 and \$100)**

9:30 pm – 10:00 pm **Arnold Strongman (Professional) Contest FINALS**
AUDITORIUM (following Arnold Classic Finals)

NATIONWIDE ARENA – DISPATCH ICE HAUS

9:00 am – 4:00 pm **Figure Skating Exhibition**

LIFESTYLE COMMUNITIES PAVILION

9:00 pm – 2:00 am **Arnold Party With The Pros**
*GENERAL ADMISSION (\$25)**

**ARNOLD SPORTS FESTIVAL
DAY 3 SUNDAY, MARCH 7, 2010**

GREATER COLUMBUS CONVENTION CENTER

- 7:00 am – 10:30 am 5K Pump & Run
REGISTRATION, ATHLETES WEIGH IN AND BENCH PRESS
7:00 AM – 9:00 AM
HALL F
- 5K Run
REGISTRATION 7:30 AM – 9:00 AM
HALL F
- 5K Run begins 9:15 am (races begin at the corner of Goodale St and High St)
5K Pump & Run Race begins 10:30 am
- 7:30 am – 5:00 pm Gymnastics Challenge
COMPULSORY and OPTIONAL;
MEN'S/WOMEN'S FINALS 2:30 PM
HALLS E and F
- Boxing Championships/Martial Arts Festival/Arnold Grappling Championships (Youth)
BOXING AND MARTIAL ARTS REGISTRATION 7:30 AM C-120
GRAPPLING REGISTRATION 8:00 AM C-122, RULES MEETING 10:00 AM
HALL C
- 8:00 am – 1:00 pm Arnold Strength Training Summit
C213-216 (2nd FLOOR)
- 8:00 am – 6:00 pm Arnold Fencing Classic
REGIONAL YOUTH CIRCUIT – FOIL, EPEE AND SABRE
CADET OPEN – FOIL, EPEE AND SABRE
HYATT REGENCY-DELAWARE/ FRANKLIN/ UNION ROOMS
- Cheerleading and Dance
Competitor Registration 8:00 am – 12:00 noon
Competition 8:00 am – 6:00 pm
BATTELLE HALL
- 9:00 am – 1:00 pm Badminton Exhibition
GRAND BALLROOM
- 9:00 am – 3:00 pm Table Tennis Challenge
TERRACE BALLROOM (2ND FLOOR) AND E160's & E170's
- 9:00 am – 4:00 pm Sports Photography
WORKING PHOTO STUDIO
C220-222 (2ND FLOOR)
- CrossFit
B200 (2nd FLOOR)
CrossFit Kids
E150-151

-More-

Sunday, Day 3 - Page 2

10:00 am – 4:00pm **Arnold Fitness EXPO****
OPEN TO GENERAL PUBLIC
ENTERTAINMENT/CONTESTS BEGIN AND
CONTINUE THROUGHOUT THE DAY
HALL D EXPO STAGE
International Pro Bench Press
10:00 AM -12:00 NOON
Performance Jump Rope Team
Table Tennis Demonstrations
12:00 NOON – 1:00 PM
Irish Dance (Richens/Timms Dancers)
1:00 PM – 1:30 PM
Strongman (Amateur) FINALS
1:30 PM – 4:00 PM

10:00 am – 6:00 pm **Weightlifting**
ARNOLD CHAMPIONS OF TOMORROW – SCHOOL AGE & JUNIOR DIVISIONS (FINALS)
WERK SAN HIGH SCHOOL NATIONALS TEAM CHALLENGE (FINALS)
C110-115

Youth DanceSport Classic
HYATT-REGENCY BALLROOM

VETERANS MEMORIAL

9:00 am – 12:00 noon **Arnold Fitness Training Seminar**
AUDITORIUM (GENERAL ADMISSION - \$50)*

9:00 am – 6:30 pm **Skateboarding**
BEGINNER & ADVANCED CONTESTS, BEST TRICK CONTEST
NORTH HALL

NATIONWIDE ARENA

8:00 am – 8:00 pm **Wrestling Challenge**
NATIONWIDE ARENA +

2010 TRI-FOLD 01/28/10 DMR



22nd Arnold Classic ■ Active Aging Festival ■ Amateur Fitness, Figure & Bikini ■ Amateur Men's & Women's Bodybuilding ■ Amateur Strongman ■ Archery
Arm Wrestling ■ Badminton ■ Bench Press ■ Boxing ■ Cheerleading & Dance ■ DanceSport-Youth/Senior ■ EXPO ■ Fencing ■ Figure International ■ Figure Skating
Fitness Fashion Show ■ Fitness International ■ Fitness Training Seminar ■ Grappling/Ju Jitsu ■ Gymnastics ■ Judo ■ Karate ■ Martial Arts Festival ■ Ms. International
Party With The Pros ■ Powerlifting ■ Pump & Run (5K) ■ Strength Training Summit ■ Strongman Contest ■ Table Tennis ■ Tae Kwon Do ■ Weightlifting ■ Wrestling
MARCH 4-7, 2010 COLUMBUS, OHIO USA

FOR IMMEDIATE RELEASE

March, 2010

2010 Arnold Sports Festival:

Sports-Fitness Weekend Promises Wealth of Entertainment

COLUMBUS, OHIO – With 44 sports and events, including 12 Olympic sports, the 2010 Arnold Sports Festival presents fitness and fun for all ages March 4-7. The festival has expanded into the world's largest multi-sport fitness weekend since its 1989 beginning as The Arnold Classic -- a one-day professional men's bodybuilding competition.

About 170,000 sports fans are expected to see 18,000 athletes compete at five premier venues: the Greater Columbus Convention Center, Franklin County Veterans Memorial, LC Pavilion, Nationwide Arena and the Dispatch Ice Haus. At the popular three-day Arnold Fitness EXPO packed audiences enjoy 700 fitness-related booths and ongoing stage entertainment.

Many Arnold Sports Festival participants are youth competing in archery, boxing, cheerleading and dance, dancesport, fencing, figure skating, gymnastics, martial arts, skateboarding, table tennis, weightlifting and wrestling. Top student athletes compete for one of nine \$2,000 college scholarships presented by the Columbus Rotary and the Arnold Sports Festival.

Olympic Sports: The Arnold Sports Festival is a proving ground for many aspiring athletes. Former Olympians and Olympic hopefuls will appear or compete in 12 Olympic Sports: archery, boxing, fencing, figure skating, gymnastics, judo, karate, running, table tennis, tae kwon do, weightlifting, and wrestling.

New in 2010:

- Arnold Figure Skating Exhibition is scheduled Saturday in the Dispatch Ice Haus
- Arnold Amateur Strongman will bring 57 of the world's top amateurs to compete in a new event separate from the professionals in the Arnold Strongman Classic.
- Art At The Arnold where artists compete in a drawing and painting competition.
- Skateboarding competition Saturday and Sunday in the North Hall of Veterans Memorial.
- Arnold Sports Photo Workshop, learn techniques from the professionals.
- Ohio Senior Olympics competitions added to the Active Living Festival.
- CrossFit multisport event that promotes overall physical fitness.
- Amateur MMA Festival featuring 20 bouts at the LC Pavilion
- Battle of the Badges winners to compete in 5K Pump & Run

“A \$10 daily EXPO ticket affords you a great entertainment value.” co-producer Jim Lorimer said. “There's something for everyone ... from world class athletes, sports fans and those seeking self improvement tips or just a fun time. You'll find a dazzling array of sports and fitness options.”

-more-

CLASSIC PRODUCTIONS, INC.

1215 Worthington Woods Blvd ■ Worthington, Ohio 43085-4712 ■ Phone 614-431-2600 ■ Fax 614-431-3493
www.arnoldsportsfestival.com

The \$350 VIP package includes reserved seating for the Men’s and Women’s Professional IFBB Final events, Men’s Prejudging, three EXPO tickets (one for each day), Ask Arnold Training Seminar, Amateur events, and Cirque-Us Party with the Pros. See below for further event details.

Separate tickets are required for the following events:

- Amateur Fitness, Figure and Bikini, Thursday Veterans Memorial \$25.
- Arnold Strength Training Summit Friday-Sunday Greater Columbus Convention Center \$150-\$450.
- Amateur Bodybuilding prejudging Friday Veterans Memorial \$25.
- Ms. International, Fitness International and Figure International Finals Friday Veterans Memorial \$50-75.
- Amateur MMA Friday LC Pavilion \$30-\$60 (not included in VIP package)
- 22nd Annual Arnold Classic Prejudging \$50, Finals \$50-\$100 both Saturday at Veterans Memorial.
- Cirque-Us Party With The Pros Saturday LC Pavilion \$25.
- Ask Arnold Fitness Training Seminar Sunday Veterans Memorial \$50.

Events included in the \$10/day Arnold Fitness EXPO March 5-7 include:	
<p>Greater Columbus Convention Center</p> <ul style="list-style-type: none"> -Arnold Fitness EXPO (700 booths) -Ms. International/Fitness International and Figure International (prejudging) -Active Living Festival -Art At The Arnold -Arnold Amateur IFBB International Bodybuilding, Fitness & Figure Championships (finals) -Arnold Amateur Strongman -Arnold Armwrestling Challenge -Arnold Cheerleading & Dance Team Championships -Arnold Crossfit -Arnold DanceSport Classic -Arnold Fencing Classic -Arnold Gymnastics Challenge -Arnold Sports Photo Workshop 	<ul style="list-style-type: none"> -Arnold Martial Arts Festival/Grappling -Arnold 5K Pump and Run and Arnold 5K Run/Walk -Arnold Strongman Classic (all except final) -Arnold Table Tennis Challenge -Arnold USA Boxing Invitational Championships -USA Powerlifting Championships -Arnold Weightlifting Championships <p>Veterans Memorial</p> <ul style="list-style-type: none"> -Arnold Archery Competition -Arnold Skateboarding Competition <p>Nationwide Arena</p> <ul style="list-style-type: none"> -Arnold Wrestling Challenge <p>Dispatch Ice Haus</p> <ul style="list-style-type: none"> -Arnold Figure Skating Exhibition

*Some events above are not all three days, please see event schedule for further details.

Tickets are available through Ticketmaster, www.ticketmaster.com/arnold or 800-745-3000 or \$10 daily EXPO ticket is available at the doors of all five Festival venues. Children 10 and under free.

<p>Arnold Sports Festival National Sponsors: GNC, All American EFX, Amino Vital, Animal, Bodybuilding.com, Gaspari Nutrition, Jan Tana, MET-Rx, MHP, Michelob Ultra, Optimum Nutrition, Supro, Twinlab and Vitamin Shoppe.</p>
<p>Arnold Fitness EXPO Sponsors: 4 Sport Life, Bodybuilding.com, Bulk Nutrition, Everlast, ISS, MRI, MRM, Prolab and Triarco Industries.</p>
<p>Arnold Sports Festival Local Sponsors: 3 Point, <i>alive</i>, American Airlines, Chase, <i>City Scene Magazine</i>, <i>The Columbus Dispatch</i>, Donatos, Gold’s Gym, Metro Fitness, Nationwide Children’s Hospital, Nationwide, Qfm96, Raisin Rack, Ricart.com and Time Warner Cable.</p>

For more information, see our website: www.arnoldsportsfestival.com.

<p>Media Contacts:</p>	<p>Matt Lorz Lorz Communications (614) 443-1877 mattlorz@rrcol.com</p>	<p>Brent LaLonde Arnold Sports Festival (614) 431-2600 brent@arnoldexpo.com</p>
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22nd Arnold Classic ■ Active Aging Festival ■ Amateur Fitness, Figure & Bikini ■ Amateur Men's & Women's Bodybuilding ■ Amateur Strongman ■ Archery
 Armwrestling ■ Badminton ■ Bench Press ■ Boxing ■ Cheerleading & Dance ■ DanceSport–Youth/Senior ■ EXPO ■ Fencing ■ Figure International ■ Figure Skating
 Fitness Fashion Show ■ Fitness International ■ Fitness Training Seminar ■ Grappling/Ju Jitsu ■ Gymnastics ■ Judo ■ Karate ■ Martial Arts Festival ■ Ms. International
 Party With The Pros ■ Powerlifting ■ Pump & Run (5K) ■ Strength Training Summit ■ Strongman Contest ■ Table Tennis ■ Tae Kwon Do ■ Weightlifting ■ Wrestling
MARCH 4-7, 2010 COLUMBUS, OHIO USA

PRIOR IFBB WINNERS

Year	Arnold Classic	Ms. International	Fitness International	Figure International
1989	Rich Gaspari	Jackie Paisley	----	----
1990	Mike Ashley	Laura Creavalle	----	----
1991	Shawn Ray	Tonya Knight	----	----
1992	Vince Taylor	Anja Schreiner	----	----
1993	Flex Wheeler	Kim Chivezsky	----	----
1994	Kevin Levrone	Laura Creavalle	Carol Lynn Semple	----
1995	Michael Francois	Laura Creavalle	Carol Lynn Semple	----
1996	Kevin Levrone	Kim Chivezsky	Alexandra Beres	----
1997	Flex Wheeler	Yolanda Hughes	Carol Semple-Marzetta	----
1998	Flex Wheeler	Yolanda Hughes	Susie Curry	----
1999	Nasser El Sonbaty	Vickie Gates	Susie Curry	----
2000	Flex Wheeler	Vickie Gates	Kelly Ryan	----
2001	Ronnie Coleman	Vickie Gates	Jenny Worth	----
2002	Jay Cutler	Yaxeni Oriquen	Susie Curry	----
2003	Jay Cutler	Yaxeni Oriquen	Susie Curry	Jenny Lynn
2004	Jay Cutler	Iris Kyle	Adela Garcia	Jenny Lynn
2005	Dexter Jackson	Yaxeni Oriquen	Jen Hendershott	Jenny Lynn
2006	Dexter Jackson	Iris Kyle	Adela Garcia	Mary Elizabeth Lado
2007	Victor Martinez	Iris Kyle	Kimberly Klein	Mary Elizabeth Lado
2008	Dexter Jackson	Yaxeni Oriquen	Kimberly Klein	Gina Aliotti
2009	Kai Greene	Iris Kyle	Jen Hendershott	Zivile Raudoniene

Spectator Ticket Information

The 2010 Arnold Sports Festival events are held at the Greater Columbus Convention Center, Franklin County Veterans Memorial, Nationwide Arena, Dispatch Ice Haus and Lifestyle Communities Pavilion. Tickets for events are available from Ticketmaster, 800-745-3000, www.ticketmaster.com/arnold, or at the event venues doors.

Arnold Fitness EXPO March 5-7 \$10 per day ticket includes:

(Children 10 years and under free if accompanied by an adult – No strollers permitted)

<p>Greater Columbus Convention Center</p> <ul style="list-style-type: none"> -Arnold Fitness EXPO (700 booths) -Ms. International/Fitness International and Figure International (prejudging) -Active Living Festival -Art At The Arnold -Arnold Amateur IFBB International Bodybuilding, Fitness & Figure Championships (finals) -Arnold Amateur Strongman -Arnold Armwrestling Challenge -Arnold Cheerleading & Dance Team Championships -Arnold Crossfit -Arnold DanceSport Classic -Arnold Fencing Classic -Arnold Gymnastics Challenge -Arnold Sports Photo Workshop 	<ul style="list-style-type: none"> -Arnold Martial Arts Festival/Grappling -Arnold 5K Pump & Run and Arnold 5K Run/Walk -Arnold Strongman Classic (all except final) -Arnold Table Tennis Challenge -Arnold USA Boxing Invitational Championships -USA Powerlifting Championships -Arnold Weightlifting Championships <p>Veterans Memorial</p> <ul style="list-style-type: none"> -Arnold Archery Competition -Arnold Skateboarding Competition <p>Nationwide Arena</p> <ul style="list-style-type: none"> -Arnold Wrestling Challenge <p>Dispatch Ice Haus</p> <ul style="list-style-type: none"> -Arnold Figure Skating Exhibition
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*Some events above are not all three days, please see event schedule for further details.

Additional tickets are required for the following events:

Veterans Memorial

- Ms. International, Fitness & Figure Internationals (Mar. 5)
Finals / Veterans Memorial – 7 p.m. \$50 & \$75 (reserved seating)
- Arnold Classic (Mar. 6)
Prejudging / Veterans Memorial - noon \$50 (reserved seating)
Finals / Veterans Memorial – 7 p.m. \$50 & \$100 (reserved seating)
- Arnold Fitness Training Seminar (Mar. 7)
Veterans Memorial – 9 a.m. \$50 (general admission)
- Arnold IFBB International Amateur Fitness, Figure and Bikini Championships (Mar. 4)
Prejudging Veterans Memorial – 7 p.m. \$25 (general and reserved seating)
- Arnold IFBB International Amateur Bodybuilding Championships (Mar. 5)
Prejudging Veterans Memorial – 9 a.m. Men’s, 10 a.m. Women’s \$25 (general and reserved seating)

Lifestyle Communities Pavilion

- Arnold Amateur MMA Fri., March 5, 7 p.m. \$30-60
- Arnold Party With The Pros Sat., March 6, 9 p.m. \$25

VIP Package

\$350

- Choice reserved seats for Arnold Classic prejudging and finals; Ms. International, Fitness International and Figure International finals.
- Arnold IFBB International Amateur Fitness, Figure and Bikini Championships
- Three-day admission to the Arnold Fitness EXPO.
- Tickets to Arnold Party With The Pros following the Saturday night competition
- A training seminar conducted by Arnold and competition winners.

Arnold Strength Training Summit

Greater Columbus Convention Center, Mar. 5-7. Registration: ticket prices vary depending on the package selected. 12

The Arnold Sports Festival

A Brief History

What started as a one-day bodybuilding competition three decades ago has grown into four days of spectacular sports competitions and demonstrations. With forty-four sports and events makes it one of the world's largest sports and fitness weekends.

It all began when Arnold Schwarzenegger, at the age of 15, discovered weightlifting in his native Graz, Austria. In a few years Jim Lorimer recognized the talent of the young Schwarzenegger, who was virtually unknown in the United States. Lorimer invited the Austrian to Columbus, Ohio in 1970 to compete in the Mr. World Contest. Arnold won and a friendship began. The event was a pivotal moment for both men. It launched the career of a bodybuilding legend who went on to win an unprecedented 13 world bodybuilding titles. Schwarzenegger pledged that once he retired from competing he would promote bodybuilding with Lorimer.

Through the years, Schwarzenegger's and Lorimer's passion for fitness has continued. In 1989 The Arnold Classic and Ms. International brought professional bodybuilding to Columbus Ohio to stay. The event's growth and popularity led to the addition of the Fitness EXPO in 1993; the Fitness International, a contest of athleticism and appearance in 1994; a martial arts festival in 1996; cheerleading in 2000; and the Cheerleading and Dance Team National Championships, Gymnastics Challenge and 5K Pump and Run in 2001.

Since then the addition of more events such as strongman, archery, table tennis, fencing and powerlifting have made the Arnold Sports Festival a huge sports and fitness extravaganza. The new name reflects the wide range of events that make up the Festival which every year continues to get bigger. It now features 12 different Olympic sports among its 44 sports and events that attract 18,000 competitors and 170,000 fans to five premier Columbus venues. Amateur bodybuilding, fitness and figure competitions and the Active Aging Festival came on-board in 2008. Arnold Party With The Pros was added last year to cap off the evening of the Arnold Classic.

Among the new events for 2010 are Arnold Figure Skating Exhibition, Arnold Amateur Strongman, Art At The Arnold, Skateboarding, Arnold Sports Photo Workshop, Ohio Senior Olympics, Arnold CrossFit, Amateur MMA Festival and Battle of the Badges.

Schwarzenegger has achieved world-wide recognition through his varied careers in fitness, film, business, politics and philanthropy. Lorimer has diverse experiences as a sports activist, business and community leader as well as promoter of the Arnold Sports Festival. In March 2009 he was inducted into the Fitness Hall of Fame.

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MARCH 4-7, 2010 COLUMBUS, OHIO USA

Columbus Rotary and Arnold Sports Festival Partner to Provide Collegiate Scholarships for Youth Competitors

COLUMBUS, OHIO – The Arnold Sports Festival in partnership with the Columbus Rotary will once again provide nine \$2,000 college scholarships to youth participants at the 2010 Arnold Sports Festival, according to Steve Sundre, Columbus Rotary scholarship committee chair.

Nine scholarships were awarded to deserving participants in 2009, and through the partnership the Arnold Sports Festival and Columbus Rotary have granted more than \$50,000 worth of scholarships. This will be the fifth year for the program.

Each year scholarships are awarded to youth competitors by Gov. Arnold Schwarzenegger and a Columbus Rotarian as a part of the weekend's festivities.

“Columbus Rotary is delighted to partner every year with the Arnold Sports Festival in recognizing academic and athletic excellence,” said Sundre. “Since inception, the Arnold Sports Festival has steadily increased its commitment to promising student athletes who strengthen their communities through service and seek opportunities to pursue a college education.”

Jim Lorimer, producer of the Arnold Sports Festival, commented, “Governor Schwarzenegger and I originally conceived of The Arnold Sports Festival as an opportunity to celebrate excellence through sports performance. We value our partnership with the Columbus Rotary, and our joint commitment to youth demonstrated through these important scholarships.”

Scott Brown, executive director of Columbus Rotary adds, “The Arnold Sports Festival brings attendees from all over the world to Columbus. As a worldwide service organization, it is natural that Columbus Rotary welcomes these visitors to our community. We are also pleased to be able to recognize scholar athletes for their accomplishments through our scholarship awards.”

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Arnold Sports Festival Local Sponsors: 3 Point, *alive*, American Airlines, Chase, *City Scene Magazine*, *The Columbus Dispatch*, Donatos, Gold's Gym, Metro Fitness, Nationwide Children's Hospital, Nationwide, Qfm96, Raisin Rack, Ricart.com and Time Warner Cable.

For more information, visit: www.arnoldsportsfestival.com.

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FOR IMMEDIATE RELEASE

Nov. 12, 2009

NATIONWIDE CHILDREN'S HOSPITAL, ARNOLD SPORTS FESTIVAL TO TEAM UP FOR HEALTH THROUGH 2014

COLUMBUS, OHIO – Nationwide Children's Hospital and the Arnold Sports Festival announced today a five-year partnership that names the hospital as both a philanthropic beneficiary and official youth sports health partner for the Arnold Sports Festival.

As part of the new relationship, Nationwide Children's will provide their sports medicine expertise in guiding medical services for the thousands of youth athletes that compete annually at the Arnold Sports Festival. The Nationwide Children's team will focus on sports predominantly attended by youth athletes including archery, wrestling, fencing, figure skating, gymnastics, karate, Tae Kwon Do and new this year, skateboarding. Additionally, the two organizations will work together to develop healthy living messages to Central Ohio families and youth.

“We are proud to partner with Nationwide Children's Hospital in jointly promoting a healthy lifestyle for our community's youth,” said Jim Lorimer, co-producer of the Arnold Sports Festival with California Gov. Arnold Schwarzenegger. “Nationwide Children's is one of the leading pediatric care providers in the United States and we thank its staff for caring for the Arnold Sports Festival's athletes.”

The Arnold Sports Festival and Nationwide Children's will also partner on a multi-year philanthropic initiative that will benefit Nationwide Children's Hospital Foundation. Central Ohio Restaurant Association members will develop a variety of programs that will raise money for the initiative before and during the Arnold Sports Festival.

“As North America's premier youth sports event, the Arnold Sports Festival shines a bright light on the importance and value of health and wellness,” notes Steve Allen, MD, CEO of Nationwide Children's Hospital. “We are proud to bring our sports medicine expertise as their official youth sports health partner and are honored to be the philanthropic beneficiary of this internationally recognized event.”

“Central Ohio Restaurant Association members have long benefited from the Arnold Sports Festival, and we look forward to giving back through this partnership with the Festival and Nationwide Children's Hospital,” said Gail Baker, Executive Director of the 600-member restaurant association. “We're also excited to extend a health and wellness message through this partnership.”

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The Arnold Sports Festival is the largest multi-sport festival in the nation with more than 17,000 athletes competing in 44 sports and events, including 12 Olympic sports. The 2010 Arnold Sports Festival will be held March 4-7 in downtown Columbus and will attract more than 170,000 sports and fitness enthusiasts. The Sports Festival Weekend is supported by more than 600 volunteers, including 150 physicians and nurses protecting the 17,000 athletes who compete each year. More information is available at www.ArnoldSportsFestival.com.

Nationwide Children's has been named one of America's best children's hospitals by both *U.S. News & World Report's* and *Parents* magazines. As one of the nation's largest pediatric hospitals and research centers the not-for-profit organization serves more than 750,000 children annually regardless of any family's ability to pay. Nationwide Children's Sports Medicine is a team of physicians, athletic trainers and physical therapists specially trained to deal with injuries unique to the student athlete. More information is available at www.NationwideChildrens.org.

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FOR IMMEDIATE RELEASE

March, 2010

22nd Arnold Classic:

Kai Greene Seeks to Defend Title

COLUMBUS, OHIO – Kai Greene of Brooklyn, New York returns to the 2010 Arnold Classic to defend his win last year. Greene and 12 other top bodybuilders will compete here March 6 for the richest prize in bodybuilding, a \$130,000 check, a \$20,000 Audemars Piquet watch, a Tony Nowak jacket, a trophy and first place in the 22nd Arnold Classic.

Others competing for the title and another \$200,000 in prize money are Melvin Anthony, Tarek Elsetouhi, Toney Freeman, Phil Heath, Dexter Jackson, Johnnie Jackson, Robert Piotrkowicz, Ronny Rockel, Sergey Shelestov, Branch Warren, Roelly Winklaar and Hidetada Yamagishi.

“We are extremely pleased that we have the greatest field of competitors that we have ever presented for the 2010 Arnold Classic,” said Jim Lorimer, co-producer of the Arnold Classic and the Arnold Sports Festival. “This is the 22nd year of the Arnold Classic and each year the level of competition gets better and better.”

Preliminary judging for the Arnold Classic will be at noon March 6 on the stage at Veterans Memorial Auditorium, 300 West Broad Street, Columbus, OH. Finals will follow at 7 p.m.

Tickets are available at www.ticketmaster.com/arnold, or 800-745-3000. Tickets for Prejudging are \$50; tickets for Finals are \$50 and \$100. The \$350 VIP package includes reserved seating for the Men's and Women's Professional IFBB Final events, Men's Prejudging, three EXPO tickets (one for each day), Ask Arnold Training Seminar, Amateur events, and Cirque-Us Party with the Pros.

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FOR IMMEDIATE RELEASE

March, 2010

48 Women Compete in Bodybuilding, Fitness and Figure Contests:

**Kyle and Oriquen Battle for Record 5th title in Ms. International
Palmer top contender in Fitness Contest
Figure Contest attracts 19 shapely women**

COLUMBUS, OHIO – Four-time winners Iris Kyle and Yaxeni Oriquen-Garcia lead a field of 14 women bodybuilders seeking a share of \$55,500 in prize money in the 22nd Ms. International March 6 as a part of the Arnold Sports Festival March 4-7.

Kyle won the event in 2004, 2006, 2007 and 2009. Oriquen-Garcia won in 2002, 2003, 2005 and 2008. This year will be the tie breaking, record setting year. “The match-up between Yaxeni Oriquen-Garcia and Iris Kyle will be a great one because both are at the top of their game and finish consistently high in international competition,” says Arnold Sports Festival Co-Producer Jim Lorimer.

Thirty-four other women, including Central Ohio’s Julie Palmer and Latisha Wilder, also will vie for \$99,000 in the Fitness International and Figure International contests.

Preliminary judging rounds for the three women’s contests will be at noon, March 5 on the stage of the Arnold Fitness EXPO at the Greater Columbus Convention Center. Finals are at 7 pm at the Veterans Memorial Auditorium.

The **Ms. International** competitors are judged on beauty and grace of the female muscular form but, the judges also look for muscular bulk, balanced development, muscular density and definition. To date, nine women have held the title since the inaugural year of 1989.

Fifteen **Fitness International** competitors will be judged in categories of strength, body tone, shape, flexibility, creativity, choreography, athletic competence and performance. Columbus’ own Julie Palmer leads the field.

During the **Figure International** competition, 19 women with the world’s fittest, most shapely physiques will be judged in two rounds of posing. The figure contest differs from the fitness event in that it does not judge acrobatic skills and routines.

A \$10 daily ticket to the Arnold Fitness EXPO includes access to the women’s events prejudging and many other competitions and events. Tickets for the finals are \$50 and \$75; finals are at Veterans Memorial Auditorium. Tickets are available at the doors or from Ticketmaster, (800) 745-3000, or at www.ticketmaster.com/arnold.

-more-

2010 Ms. International Competitors

Lisa Aukland	Mah-Ann Mendoza	Brenda Raganot
Dayana Cadeau	Yaxeni Oriquen Garcia	Elena Shportun-Willemer
Iris Kyle	Jeannie Paporone	Antoinette Thompson
Debi Laszewski	Betty Pariso	Dena Westerfield
Zoa Linsey	Alina Popa	

2010 Fitness International Competitors

Myriam Capes	Adela Garcia	Camala Rodriguez
Regiane Da Silva	Oksana Grishina	Sylvia Tremblay
Nicole Duncan	Tanji Johnson	Kizzy Vaines
Tina Durkin	Julie Palmer	Bethany Wagner
Allison Ethier	Kayde Puckett	Trish Warren

2010 Figure Competitors

Monica Brant	Angela Mraz	Kristina Tauti
Cristiana Casoni	Larissa Reis	Kim Tilden
Krissy Chin	Felicia Romero	Andrea Watson
Alicia Harris	Rosa-Maria Romero	Latisha Wilder
Candice Houston	Sherlyn Roy	Nicole Wilkins Lee
Heather Mae French	Mindi Smith	
Monica Mark-Escalante	Erin Stern	

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MARCH 4-7, 2010 COLUMBUS, OHIO USA

FOR IMMEDIATE RELEASE

March, 2010

Arnold Amateur Bodybuilding, Fitness, Figure and Bikini:

Top Amateurs from 40 Countries to Compete at International Event

COLUMBUS, OHIO – The top 400 amateur competitors from around the world will compete at the Arnold Amateur IFBB International Bodybuilding, Fitness, Figure and Bikini Championships. The competitions, a part of the Arnold Sports Festival, take place at the Veterans Memorial Auditorium and the Greater Columbus Convention Center March 4-6.

“We have athletes from 40 different countries competing this year making it one of the biggest international events of its kind” said Bob Lorimer, owner of MetroFitness Gyms and the events co-producer. “We are fortunate to collaborate with such wonderful partners like Rafael Santonja, President of the International Federation of Bodybuilding and Jim Manion, President of the National Physique Committee who help us bring so many talented competitors together.”

Winners will receive a trophy, a Tony Nowak Arnold Classic jacket and a one year subscription to *Posedown Magazine*. Bodybuilding, Fitness and Figure winners will also receive two tickets to the Arnold Classic and have their pictures taken with Gov. Arnold Schwarzenegger.

The event adds incentive for athletes to do well. “Overall winners from each competition who earn their pro card after the Arnold weekend, are invited back to compete as professionals,” said event co-producer Mike Davies of the Fitness Factory. “We wish past Arnold Amateur Champions Roelly Winklaar, Elena Shportun-Willemer, Sylvia Tremblay, Candice Houston and Allison Ethier the best of luck as they compete against the world’s top professionals in the Arnold professional IFBB events.”

Tickets are \$25 General Admission for Fitness and Figure PREJUDGING and Bikini finals competition 7 p.m. Thursday, March 4 at Veterans Memorial. \$25 Reserved seating for Men’s and Women’s Bodybuilding PREJUDGING 9 a.m. Friday, March 5 at Veterans Memorial. FINALS for Amateur Bodybuilding, Fitness and Figure on the Arnold EXPO stage at the Greater Columbus Convention Center 10 a.m.-1 p.m. Saturday, March 6; \$10 Arnold EXPO ticket required. Tickets are available at the door or through Ticketmaster, www.ticketmaster.com/arnold or call 800-745-3000. For more information visit www.arnoldamateur.com and www.arnoldsportsfestival.com.

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FOR IMMEDIATE RELEASE

March, 2010

Arnold Party With The Pros:

The Official After-Party of the Arnold Classic

COLUMBUS, OHIO – The Arnold Party With The Pros will once again be the place to be as the world’s top professionals in bodybuilding, fitness, figure, strongman and others celebrate deep into the night at the Official After-Party for the Arnold Classic.

Gov. Arnold Schwarzenegger will also make an appearance at the can’t-miss event of the weekend.

The Arnold Party With The Pros will be held from 9 p.m. to 2 a.m. on Saturday, March 6 – immediately following the Arnold Classic -- at the LC Pavilion and neighboring A&R Music Bar and The Basement on Neil Avenue in the Arena District.

The Party With The Pros will be a long night of fun, with drinks, dancing, music, star-gazing and world-class entertainment. Top celebrities who annually attend the Arnold Sports Festival will join the leading professional athletes at the party.

The theme of this year’s Party With the Pros will be “Cirque-Us,” with a stunning lineup of live performers, including acrobats, amazing dancers, fire eaters and live musicians. Acts include The Amazing Christopher, Jesse De La Pena (Chicago’s premier DJ), DJ James ‘Big Daddy’ Moorer, Highjinks and many more.

Free shuttle buses will take those attending the Arnold Classic directly to the LC Pavilion, 405 Neil Ave. across from Nationwide Arena.

Arnold Party with the Pros tickets are \$25 each for general admission and are available through Ticketmaster, www.ticketmaster.com/arnold or 800-745-3000 or at the doors.

For more information, visit: www.arnoldpartywiththepros.com.

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FOR IMMEDIATE RELEASE

March, 2010

Ask Arnold Fitness Training Seminar:

Gov. Schwarzenegger and Weekend Champions Give Training Tips

COLUMBUS, OHIO – The Ask Arnold Fitness Training Seminar offers a unique opportunity for spectators to ask Gov. Arnold Schwarzenegger and other weekend champions questions about training, fitness and diet. The seminar is March 7 at the Veterans Memorial Auditorium from 9 a.m.-noon and is going on as a part of the Arnold Sports Festival.

The Ask Arnold Fitness Training Seminar offers the only chance for fitness fans to spend up to an hour with Gov. Schwarzenegger, hear him speak and ask him questions in an open format.

Attendees will also hear from the top professional male and female bodybuilders, fitness and figure competitor's fresh off their wins in the Arnold Classic, Ms. International, Fitness International and Figure International competitions. Joining the discussion again this year will be the winner of the Strongman Classic.

Tickets for The Ask Arnold Fitness Training Seminar March 7 from 9 a.m.-noon at Veterans Memorial Auditorium are \$50 and available at the door or through Ticketmaster, www.ticketmaster.com/arnold or call 800-745-3000.

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For more information, see our website: www.arnoldsportsfestival.com.

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FOR IMMEDIATE RELEASE

March, 2010

2010 Arnold Fitness EXPO:

700-Booth Extravaganza at Heart of Sports Festival Weekend

COLUMBUS, OHIO – The 2010 Arnold Fitness EXPO will feature a record 700 booths of the latest in sports equipment, apparel and nutrition and a stage that hosts a unique, non-stop mix of competitions and entertainment that combine to make the Arnold Fitness EXPO the heart of the Arnold Sports Festival.

The Arnold Fitness EXPO, in the main hall of the Greater Columbus Convention Center, is the nation's largest health and fitness exposition. It annually showcases leading businesses and organizations showcasing the latest trends in the industry.

“The Fitness EXPO is among the must-see attractions at the Arnold Sports Festival for many of the Weekend's 170,000 attendees, and at just \$10 per day is the best value in all of sports entertainment,” said Jim Lorimer, co-producer of the Arnold Sports Festival. “We have attracted all of the top industry companies that will all put together elaborate displays that will once again draw jam-packed crowds to the Greater Columbus Convention Center.”

The EXPO Stage hosts the Arnold Strongman Classic and prejudging for the Ms. International, Fitness International and Figure International competitions. Other highlights include Arnold Amateur Strongman, Arnold Armwrestling and the Arnold Amateur Bodybuilding finals.

The Arnold Fitness EXPO is open 10:30 a.m. to 6 p.m. on Friday, March 5, 9 a.m. to 6 p.m. Saturday, March 6 and 10 a.m. to 4 p.m. on Sunday, March 7. Tickets are \$10 per day and available through Ticketmaster, www.ticketmaster.com/arnold or 800-745-3000 or at the doors.

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MARCH 4-7, 2010 COLUMBUS, OHIO USA

FOR IMMEDIATE RELEASE

March, 2010

Arnold 5K Pump & Run/5K Run:

Largest Race of its Kind Grows to 800 Competitors in 2010

COLUMBUS, OHIO – The Arnold 5K Pump & Run/5K Run, which tests overall fitness by measuring both strength and endurance, is the largest race of its kind in the United States.

The race will grow to a record 800 competitors when the 2010 Arnold 5K Pump & Run is held on Sunday, March 7. A stand-alone 5K run and walk is also held for those who do not take part in the Pump and Run. The field for the 2010 Arnold 5K Pump & Run sold out in less than 24 hours after registration opened on Nov. 1, 2009, but registration for the Arnold 5K will remain open through race day.

Athletes from more than 30 states and two other countries participated in the 2009 5K Pump & Run. In the competition, participants bench press a pre-determined percentage of their body weight. Each lift (up to a max of 30) reduces their 5-kilometer run time by 30 seconds.

In 2009, winner Shane Logan of Pontiac, MI ran a 5K in 16:34 after benching his weight the maximum 30 times for a net time of 1:34. Damien Brandon, the winner in 2007, ran a 17:08 5K to finish second. Michigan's Lisa Veneziano won the women's race for a fifth straight year with a net time of 3:17 (18:17 5k, 30 reps).

The Arnold 5K Pump & Run has 10 age and gender divisions. Depending on age, men must bench press 60 to 100 percent of their weight, and women 40 to 70 percent of their weight. U.S. Marine Corps drill instructors oversee the bench press and inspire lifters to their maximum.

Weigh-in and bench press begin at 7 a.m. Sunday March 8. The 5K run-only event begins at 9:15 a.m. at the north end of the Greater Columbus Convention Center. The running portion of the 5K Pump & Run begins at 10:30 a.m. Spectators are welcome and the outdoor portion of the event is free. Admission to the "pump" portion of the Arnold 5K Pump & Run is included in the \$10 daily ticket to the Arnold EXPO. Tickets are available at the door or from Ticketmaster at 800-745-3000, or www.ticketmaster.com/arnold. For more information, visit: www.arnoldsportsfestival.com.

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MARCH 4-7, 2010 COLUMBUS, OHIO USA

FOR IMMEDIATE RELEASE

March, 2010

4th Arnold Active Living Festival:

Senior Olympics, Dance, and ‘Defeat Disease’ Tips to Improve Life for Adults

COLUMBUS, OHIO – Adults age 50 and better can watch and compete in Senior Olympics sports of dance, table tennis, pickleball and more. Dance lessons all day long are included in the \$10 entrance fee at the Active Living Festival March 5, 9 a.m. to 5 p.m., at the Hyatt Regency Hotel.

Now in its fourth year, The Active Living Festival is one of 44 sports events that comprise the Arnold Sports Festival Weekend, the largest fitness gathering in the country.

In the Defeat the Disease portion of the program national experts will show attendees how they can delay the progress and manage the risks of common ailments like Parkinson's, diabetes, arthritis and heart disease by using mild exercise.

The Senior Olympics dance competitions and a Friday Night Dance all take place in the Hyatt Regency Ballroom, the same ballroom where the world-famous Ohio Star Ball was held recently.

“Our goal is to provide a fun, interactive day where people can learn fun ways to get some exercise and enjoy longer, more active lives,” said event director, Mike Lorz. “The Festival has elements to benefit and entertain a wide range of interests.”

Central Ohio Senior Olympics competitions include dance, pickleball, a 5K run and table tennis. Pickleball is a popular new court sport with similarities to tennis and badminton, played with a large paddle and a large Wiffle ball. Demonstrations for fencing and Wii will provide chances for attendees to try out other fun activities.

The Senior Olympics dance competition will include both amateur and pro-am categories for dancers at all skill levels. Free dance lessons will be provided by several local dance studios. Friday evening's dance is open to the general public.

Each “Defeat the Disease” presentation will be followed by question and answer sessions and interactive opportunities will abound.

David Zid, fitness trainer, will motivate Parkinson's patients and their care givers by demonstrating exercises to reduce and prevent Parkinson's effects. Zid specializes in treatment and training for Parkinson's patients.

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Christina Staccia, director of the National Diabetes Resource Center, has managed her own early onset diabetes for 50 years. Staccia will share her approach to reduce the risk of developing diabetes and for avoiding complications once a diagnosis is made.

Nick Turkas, public health director of the Columbus Arthritis Foundation, will discuss the newest and best information for living with and preventing arthritis.

Dr. David Sabgir, a cardiologist, is founder of the popular “Walk with a Doc” program, started in Central Ohio and now spreading across the country. He encourages mild physical activity for people of all ages to fight disease and obesity. He’ll follow his discussion with a short “Explore the Arnold” walk through other events of the Arnold Sports Festival.

Purchase the \$10 Arnold EXPO ticket to enjoy the Active Living Festival and other weekend events. Competition fees and the evening dance are separate. Tickets are available at the door or from Ticketmaster, 800-745-3000, or at www.ticketmaster.com/arnold.

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For more information, see our website: www.arnoldsportsfestival.com.

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March, 2010

Amateur MMA Festival:

Amateur MMA to Debut at Arnold Sports Festival

COLUMBUS, OHIO – The Arnold Sports Festival, the largest multi-sport festival in the nation, will host an amateur mixed martial arts event for the first time in 2010.

The Amateur MMA Festival will be held on Friday, March 5 at LC Pavilion in downtown Columbus. The card will feature up to 20 bouts of high-level amateur mixed martial arts competition.

Columbus-based mixed martial arts and boxing promoter Troy Speakman, along with co-promoter Bob Lorimer, will stage the card that will feature fighters from Columbus and throughout the Midwest. The Amateur MMA Festival will be sanctioned by the Ohio Boxing Commission.

“The Arnold Sports Festival is proud to produce a top-level amateur mixed martial arts card for the first time,” Lorimer said. “This event will perfectly compliment the professional WEC event planned for Saturday night in Nationwide Arena.”

In addition, a series of Amateur MMA Festival events will be held at the LC Pavilion throughout the year, with winners advancing to compete at the 2011 Arnold Sports Festival.

Doors open on Friday, March 5 at 7 p.m., with the first bout to start at 8 p.m.

Tickets are available through Ticketmaster, www.ticketmaster.com/arnold or 800-745-3000 or at the doors. For more information or to apply to fight, visit www.AmateurMMAFestival.com.

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March, 2010

Arnold Amateur Strongman Contest:

Inaugural Event to Feature 57 of World's Best Amateurs

Columbus, Ohio – The Arnold Amateur Strongman Contest will feature 57 of the world's top amateur strongman athletes, including 21 from the United States. All competitors will have to earn their spots through various qualifying competitions or by invitation.

"Strongman is by no means a 'mainstream' sport along the lines of football, basketball or baseball, but it is becoming more and more popular," said Dione Wessels, CEO of North American Strongman Inc., the governing body for amateur strongman competitions in the United States. "Adding an amateur competition to the Arnold Sports Festival will allow the perfect opportunity to further promote the sport of strongman in the United States."

There are an estimated 6,000 amateur strongman athletes in the United States that compete in 125 events throughout the year.

The winner of the Arnold Amateur Strongman Contest in 2010 will automatically qualify to compete in the Arnold Strongman Classic in 2011, which features the world's top professionals.

The first qualifier for the 2010 Arnold Amateur Strongman Contest was held in late July in Bangor, Maine, where the 105K World's Strongest Man competition was held at the Maine State Fair. The event features top professional strongman competitors that weigh 231 pounds or less. Those professionals, though, qualify as amateurs in the sport's open division (unlimited weight class).

The top three finishers at the Maine competition who earned spots in the Arnold Amateur Strongman Contest were winner Dave Mihalov of Bridgeport, Conn.; Beau Gertz of Arvada, Colo., and Justin Blake of Auburn Hills, Mich.

The second qualifier was held at the NAS Amateur National Championships in Lafayette, Louisiana, in October. Justin Warren (heavyweight) and Doug Madewell (lightweight) won their respective weight classes to lead 16 qualifiers to the Arnold Amateur Strongman Contest.

The Arnold Amateur Strongman Contest will be held March 5 and 7 at the Arnold Sports Festival and be governed by North American Strongman Corp. Athletes from nineteen different countries qualified through various national strongman contests in their respective home countries.

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The competitors for the 2010 Arnold Amateur Strongman Contest include:

USA: Brad Ardrey (Ohio), Jacob Bodi (Wisconsin), Dave Bourgeois (Massachusetts), Ryan Bracewell (Texas), Mike Caruso (North Dakota), Lou Costa (Pennsylvania), Beau Gertz (Colorado), Ryan Haas (Pennsylvania), Dan Harrison (California), Mike Jenkins (Maryland), Doug Madewell (Ohio), Dave Mihalov (Connecticut), Andrew Palmer (Washington), Foster Parnell (Las Vegas), Jonathan Pietrolaj (Pennsylvania), Erik Peterson (California), Max Pippa (Missouri), Tomas Rodriguez (Ohio), Adam Scherr (North Carolina), Vincent Urbank (Florida) and Justin Warren (Connecticut).

Australia: Jeremy Hogg, Alan Kliese and Marc Wells.

Austria: Gerhard Trawoger.

Canada: Shane Church, Scott Cummine, John Moerike, Paul Rykiert, Luke Skaarup and Paul Vaillancourt.

Estonia: Gert Gorsanov.

Georgia: Jmal Tkeshelashvili.

Germany: Patrik Baboumian.

Hungary: Adam Daraz.

Latvia: Artis Plivda, Maris Rosentals and Dainis Zageris.

Lithuania: Alvidas Brazdzius.

Poland: Krzysztof Kacnerski, Micha Kopacki and Mateusz Ostaszewski.

Russia: Yury Kolmakov, Alexander Mantserov and Alexey Samsonov.

Scotland: Andy Cairni and Paul Carter.

Serbia: Miklos Mihajlovic.

South Africa: Rory Scheepers.

Spain: Juan Carlos Heredia.

Sweden: Danny Andersen.

Ukraine: Vitaliy Gerasimov, Oleksandr Lashyn, Mykhailo Melnikov and Olexsiy Vyshnickiy.

United Kingdom: Robert Frampton, Jonathan Hughes and Kenneth Nowicki.

Admission is included in a \$10 daily ticket to the Arnold Fitness EXPO. Tickets are available at the door or from Ticketmaster, www.ticketmaster.com/arnold or 800-745-3000.

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March, 2010

4th Arnold Archery Competition:

Arrows Fly in Youth Archery Tournament

COLUMBUS, OHIO – More than 1,300 students from schools across Ohio will compete here in the 4th Arnold Archery Competition, which once again will showcase Ohio's National Archery in the Schools Program (NASP) State tournament. Archers will compete 8 a.m. – 9 p.m. Friday, March 5 in the Veterans Memorial North Hall, 300 West Broad Street.

Participants will compete for individual and team awards in high school, middle school and elementary school divisions. Winning and qualifying teams will represent Ohio at the NASP national competition in Louisville, KY in May 2010.

“The Arnold Archery Competition and Ohio NASP State Tournament provide an excellent opportunity for students and teams to showcase their hard work and dedication,” said Kevin Dixon, shooting sports coordinator for the Ohio Division of Wildlife and chairman of the Arnold Archery Competition. “This tournament gives the students an opportunity to compete with and meet others from across Ohio who are also interested in archery.”

The NASP program has spread to 48 states and four foreign countries, with more than 5,500 U.S. schools participating. The Ohio Division of Wildlife launched the program in Ohio in 2004, and the state now has more than 370 participating schools.

The National Archery in the Schools Program is an in-school curriculum taught for two weeks during physical education class to elementary, middle, and high school students. The core content covers archery safety, equipment, technique, mental concentration, and self-improvement. The program positively influences student attendance, behavior, self-esteem, confidence, and on task behavior.

For more information visit www.ohionasp.com or www.arnoldsportsfestival.com.

Admission to archery is included in a \$10 daily ticket to the Arnold Fitness EXPO. Tickets are available at the door or from Ticketmaster at 800-745-3000, or www.ticketmaster.com/arnold.

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March, 2010

Arnold Armrestling Challenge:

Armrestlers Test Pulling Power at Arnold Fitness EXPO

COLUMBUS, OHIO – The 2010 Arnold Armrestling Challenge will test which of the world's top athletes in arm sports has the most “pull” during the Arnold Sports Festival March 4-7.

Each year the titans of arm sports gather inside the Greater Columbus Convention Center on the Arnold EXPO stage for two days of armsport action. The preliminary round is Friday, March 5, 10:30 a.m.-noon and the thrilling final round is Saturday, March 6, 9-10 a.m.

Returning champions include: George Iszakouits, Margie Ciaccio, and Josie Moieeun. They will be joined by 110 others that qualified by winning a national or world level event. “The Arnold is the premiere arm sport event in the world,” said Fairfax Hackley, event co-director. “The top athletes from Canada, Poland, Russia and USA will compete including many world champions.”

“Armrestlers stand facing each other across a table, one hand grasping an upright peg for leverage and the other hand grasping the opponent's hand,” said Leonard Harkless, event co-director. “A ‘pin’ is scored when a wrestler touches the opponent to an elevated touch pad, or forces the opponent's hand, fingers or wrist below the pad.”

“Winning involves a combination of technique and strength of hand, wrist, forearm, bicep and shoulder”, said Denise Wattles, event co-director. “Winning athletes often come from occupations that use those muscles, such as carpenters, machinists and posthole diggers.”

Admission is included in a \$10 daily ticket to the Arnold Fitness EXPO. Tickets are available at the door or from Ticketmaster at 800-745-3000, or www.ticketmaster.com/arnold.

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March, 2010

Art At The Arnold:

Artists to Compete in New Event at the Arnold Sports Festival

COLUMBUS, OHIO – The Arnold Sports Festival, home of some of the best physiques and sports action in the world, launches a new way to appreciate the human sports form...through the eyes of artists.

Art At The Arnold is a three-day drawing and painting contest using athletes at the Arnold Sports Festival as subject models. The artists' competition will span the March 5-7 Arnold Sports Festival events at the Greater Columbus Convention Center, 400 N. High Street.

On Friday morning, March 5, artists will paint and draw posed athletes, then in the afternoon artists will fan out through the EXPO events to record ideas using cameras and sketchbooks. They'll use these ideas on Saturday for a day-long Studio Work Session.

Finished, framed works will be judged Sunday and cash prizes will be awarded. The works will be displayed for the general public. Gov. Arnold Schwarzenegger will acknowledge his favorite from among the completed works with the Arnold's Choice Award.

Admission to Art At The Arnold is included in a \$10 daily ticket to the Arnold Fitness EXPO. Tickets are available at the door or from Ticketmaster at 800-745-3000, or www.ticketmaster.com/arnold.

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Arnold Cheerleading and Dance Nationals:

High Energy and Higher Vocal Volume to Excite Judges and Spectators

COLUMBUS, OHIO – The energy level and vocal volume of more than 4,000 competitors will reverberate through the sparkling new 74,000 square foot Battelle Grand ballroom at the Greater Columbus Convention Center during the Arnold Cheerleading and Dance Team National Championships as part of the Arnold Sports Festival, March 4-7.

“The spirit and enthusiasm of these supercharged young people is unmatched anywhere in the world,” said event chairman Brian Hallam, president of US Spirit. “When Arnold walks into that hall on Saturday, 4,000 youth competitors will cheer louder than you have ever heard.”

Individual and stunt teams compete on Friday, March 5. On Saturday, March 6, cheerleaders will compete in special needs, tiny all-star, mini all-star, youth all-star, and school divisions. Sunday, March 7 competitions will be for dance teams, recreation leagues, junior and senior all stars, and open and college divisions.

Awards include jackets, trophies, medals and team banners. The best individual cheerleader will receive a \$2,000 scholarship presented by the Columbus Rotary and the Arnold Sports Festival.

One of the music industry's fastest rising pop sensations, the boy band WOW will perform Saturday and Sunday during select award ceremonies. The five teen boys are known around the world for their bright colors, hypnotic energy, and explosive performances.

Admission to cheerleading and dance is included in a \$10 daily ticket to the Arnold Fitness EXPO. Tickets available at the door or from Ticketmaster at 800-745-3000, or www.ticketmaster.com/arnold. For more information visit www.us-spirit.com or www.arnoldsportsfestival.com.

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Arnold Fencing Classic:

New Divisions! Cadet, Wheelchair and 50+ Veterans

COLUMBUS, OHIO – Fencers young and old will duel for top honors at the 7th Annual Arnold Fencing Classic in the Delaware, Franklin and Union rooms at the Hyatt Regency Hotel as a part of the Arnold Sports Festival March 6-7.

The Arnold Fencing Classic annually welcomes former and current champions. This year Olympic Silver Medalist Tim Moorehouse will give a motivational speech and will be presenting awards alongside two-time Olympic Gold Medalist and World Champion Mariel Zagunis.

“Fencing is a wonderful sport for people of all ages and abilities,” said Julia Richey event chair and owner of the Royal Arts Fencing Academy.

This year's competitions include:

- Regional Youth Circuit – a nationally recognized event for boys and girls ages 7 to 14 years old. All three weapons (epee, saber and foil) will be a part of this competition;
- Cadet Open – for fencers 16 and under who are highly ranked competing in world cup events;
- Mixed Open – for fencers 13 and over who compete using all three Olympic weapons.
- Wheelchair Exhibition – by invitation only.
- Little Fencers – for youth fencers 4-7 years old, by invitation only.
- Veteran Epee Exposition – for fencers over 50, part of the Central Ohio Senior Olympics.

To award their efforts, fencers ages 13-16 with the best performance and academic credentials will be awarded a \$2,000 college scholarship presented by the Columbus Rotary and Arnold Sports Festival. New this year will be ‘Try Fencing at the Arnold’ where any one of any age can learn to fence Saturday and Sunday, 11 a.m. - 3 p.m. Equipment and instruction will be provided.

A \$10 daily ticket to the Arnold Fitness Expo includes access to fencing. Tickets are available at the door or from Ticketmaster, 800-745-3000, or at www.ticketmaster.com/arnold. For more information visit, www.arnoldfencingclassic.com or www.arnoldsportsfestival.com.

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FOR IMMEDIATE RELEASE

March, 2010

Arnold Figure Skating Exhibition:

Synchronized, Figure Skating to Highlight Exhibition at Ice Haus

COLUMBUS, OHIO – More than 80 skaters will take the ice on Saturday, March 6 when the first Arnold Figure Skating Exhibition is held at the Dispatch Ice Haus.

The Ohio State University synchronized skating team will be joined by several youth teams from Columbus to give an exhibition on the rising sport of synchronized skating. The competitors will range in age from Junior Youth to Collegiate. The synchronized skating teams will have between eight and 20 members.

Following the synchronized skating exhibition, the competitors will take part in a figure skating demonstration, with up to 80 skaters showcasing solo, pairs, dance and spotlight exhibitions. The skaters will range from beginners to advanced and ages 5-28.

The Arnold Figure Skating Exhibition will kick off at noon on Saturday, March 6 with a 30-minute speech by Nick Osborne of GO: Sports Performance Center in Grandview, Ohio. Osborne is a two-time North American Strongest Man and fitness expert who will provide insights into health, fitness and nutrition that are specific to the needs of figure skating.

Admission to the Arnold Figure Skating Exhibition is included in a \$10 Daily EXPO ticket. For more information and to register, visit www.arnoldsportsfestival.com and www.thechiller.com. The deadline to register is Feb. 8.

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March, 2010

Arnold Gymnastics Challenge:

3,500 to Compete at Nation's Largest Mixed Gymnastics Meet

COLUMBUS, OHIO – Gymnasts from across the country will gather in Columbus for the 10th Annual Arnold Gymnastics Challenge March 5-7 at the Greater Columbus Convention Center.

The Arnold Gymnastics Challenge is the largest mixed gymnastics meet (boys & girls) in the United States with more than 3,500 youths expected to compete as well as demonstrations by Kaylom Ludvigson, a Utah State University student who holds a world gold medal in tumbling. The Ohio State University Men's and Women's Gymnastics team will also perform.

Boys and girls compulsory and optional competitions will be held on Friday, March 5 and Saturday, March 7, with events finals scheduled for Sunday, March 8. The Columbus Rotary and Arnold Sports Festival will present a \$2,000 college scholarship to the top boys and girls competitor.

"The Arnold Gymnastics Challenge allows every youngster an opportunity to perform in front of an enthusiastic and cheering audience," said Tim Willson, event director and owner of Cyclone Gymnastics. "It's wonderful that the young gymnasts get to see their heroes perform."

Admission to the Arnold Gymnastics Challenge is included in a \$10 daily ticket to the Arnold Fitness EXPO. Tickets are available at the door or from Ticketmaster at 800-745-3000, or www.ticketmaster.com/arnold. For more information visit, www.cyclonegymnastics.org and www.arnoldsportsfestival.com.

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Arnold Martial Arts Festival:

3,000 Martial Artists to Compete in 20 Disciplines

COLUMBUS, OHIO – For 13 years martial artists from all around have converged on the city of Columbus to test their skills at the Arnold Martial Arts Festival March 5-7 at the Greater Columbus Convention Center.

With more than 3,000 men, women and youth expected to compete in over 20 martial arts disciplines the Arnold Martial Arts Festival has become the largest martial arts event in the Midwest.

“It’s an honor to direct the Arnold Martial Arts Festival,” said Terrence ‘Tokey’ Hill, a six-time national karate champion and Pan American Games Coach of the Year. “Students who train at community centers, schools and dojos across the country will have a chance to compete in a major event and learn from some the best martial artists in the world.” Hill added.

Events are sanctioned by the National Governing Bodies for Olympic Sports. “We annually welcome representatives from USA Tae Kwon Do, USA National Karate Federation, USA Judo, and Chinese styles are also well represented.” said Hill.

New this year, the Arnold World Grappling Championships presented by On The Mat. The competition features thousands of youth and adult competitors in gi and no gi contests. Brazilian Jiu-Jitsu takes place on Saturday, March 6 and Submission Grappling Sunday, March 7.

The Arnold Martial Arts Festival annually rewards the best youth martial artist with a \$2,000 scholarship presented by the Columbus Rotary and Arnold Sports Festival.

Also being awarded is the **2010 Martial Arts Lifetime Achievement Award to Jimmy Pedro**. Pedro is one of the most successful American judo competitors, having won two bronze medals in four Olympics. Pedro was the World Champion at 73 kg in 1999. He won bronze medals in the 1991 and 1995 World Championships.

Pedro represented the United States in the 1992, 1996, 2000, and 2004 Olympic Games, winning bronze in 1996 and 2004. The United States has not traditionally been strong in judo, and a bronze medal in Olympic judo is an enormous accomplishment for an American athlete. In recent years he has worked for Monster.com, promoted a brand of tatami and zebra mats used for judo and jujutsu.

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A highlight of festival has always been the elite martial arts celebrities who come to demonstrate their secrets to success in the Friday workshop and seminars session Noon-3pm in Hall C of the Convention Center. Some lucky attendees will win tickets to the WEC Saturday night.

This year's seminar and workshop instructors include:

Randy Couture former UFC Heavyweight Champion will be on hand for a Q & A session.

David Sandler Exercise and Sports Physiologist from the Discovery Channel's Fight Science, Humanly Possible, and Jesse James is a Dead Man will discuss the science behind strength.

Kevin Kearns will be demonstrating the training techniques used by some of today's top mixed martial artist athletes like Kenny Florian, Stephen Bonnar and Mark Dellgatto. Kearns fitness series is designed to elevate core strength, stamina and show techniques.

Reed Harris General Manager of the WEC joins **Frank Mir** former UFC Heavyweight Champion and **Urijah Faber** former WEC Feather Weight Champion as they have an open Q & A session.

Admission to the Arnold Martial Arts Festival is included in a \$10 daily ticket to the Arnold Fitness EXPO. Tickets are available at the door or from Ticketmaster at 800-745-3000, or www.ticketmaster.com/arnold.

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Arnold Skateboarding Contest:

Skateboarding Debuts at Arnold Sports Festival

COLUMBUS, OHIO – Professional skateboarders from around the world, the biggest skate shops in the Midwest, the newest faces in beginners and advanced categories, and some of the largest companies in skateboarding will all participate in the first Arnold Skateboarding Contest at the 2010 Arnold Sports Festival.

A winner-take-all top shop contest, featuring four riders from each shop, will battle it out for the top prize in the Cow Town Contest. Beginners and advanced skaters will also compete in contests for prizes in places first through third.

Cow Town Showdown expects 20 to 30 shops and no less than 100 to 200 beginner and advanced participants on Saturday, March 6 and Sunday, March 7. On Saturday night, Blueprint Skateboards will host a demonstration showcasing some of the top professional and amateur skaters in the world.

An interactive Shop and Merchant trade show will also flow throughout Veterans Memorial North Hall as fans of skateboarding from all around the country will get first peek at the newest trends and products in skateboarding.

For more information or to register, visit www.arnoldsportsfestival.com.

Admission to skateboarding is included in a \$10 daily ticket to the Arnold Fitness EXPO. Tickets are available at the door or from Ticketmaster at 800-745-3000, or www.ticketmaster.com/arnold.

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Arnold Sports Photo Workshop:

Sports Photo Workshops Covers Basic and Elite Techniques

COLUMBUS, OHIO – Photo workshops during the Arnold Sports Festival March 5-7 will help photographers --from amateurs to professionals -- to shoot better sports action and portraits.

The Saturday, March 6 workshop features David Tejada, a Denver-based photographer who will teach lighting techniques for both simple and high-tech equipment in the day-long seminar. “David is praised for his teaching technique and the value of his insights,” said workshop director Gary Gardiner.

During all three days of the Arnold Sports Festival a working photo studio with professional photographers will demonstrate how to shoot better sports action, feature photos and portraits. The studio will allow on-lookers, from skilled to amateur, to observe Arnold Sports Festival photographers shoot portraits of athletes and fans from the weekend in a live studio. They will demonstrate multiple strobe techniques, studio and location lighting, and how to use light modifiers.

“Photographers will show how lighting is determined for each athlete and how they work to make the subjects comfortable during the sessions,” said Gardiner. “The resulting images are processed for long-term storage and display on the Arnold Sports Festival Web site.”

Another event on Saturday, March 6, is the Photo Show at the EXPO with hands-on demonstrations of the latest in digital cameras and portable lighting equipment March 6. Additionally, an opportunity will be available to enter the Arnold Sports Photo Workshop Competition for prizes and a chance to receive the award from Gov. Arnold Schwarzenegger.

Admission to attend the photo studio and photo show is included in a \$10 daily ticket to the Arnold Fitness EXPO. Tickets are available at the door or from Ticketmaster at 800-745-3000, or www.ticketmaster.com/arnold. The Tejada workshop Saturday, March 6 is from 9 a.m. to 5 p.m. All Photo events are located in Room C220 at the Greater Columbus Convention Center. For registration, visit www.newdigitalphoto.gs. For more information, visit www.arnoldsportsfestival.com.

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Arnold Strength Training Summit:

Strength Summit to Present the Science of Strength

COLUMBUS, OHIO – The Arnold Strength Training Summit presents nationally recognized experts in sports training to offer the latest information on fitness and performance development. The summit uses research-based information to improve the effort of athletes competing in any sport.

Summit director David Sandler, a regular contributor to National Geographic network programs, provides a forum for professional instruction, discussion and demonstration related to the sciences of sports and strength. “The three-day event covers multiple aspects of health, fitness and sport performance,” Sandler said, “to offer a unique blending of science and practice.” CEC/CEU’s are available.

This year a new workshop strives to help participants improve appearance and fitness. “Quite simply, everyone wants to look better. Learn how to get the most out of your program, shed fat, tighten muscles and shape that perfect body. Whether you are a trainer, a physique competitor, or just someone looking for great information, this workshop is for you,” Sandler said. This is the premier for the International Physique Professionals Association (IPPA) at the Arnold Sports Festival. The IPPA represents scientists who support training for appearance, Sandler added.

The workshop is followed by a certification exam for the Certified Physique Specialist (CPS) recognition. Other new offerings will be free lectures, and fitness and health evaluations; some educational information for kids and families for living healthy, productive lives; a review and certification exam site for the International Society of Sports Nutrition, and demonstrations of the research and testing protocols for the network television programs in which Sandler is involved.

The Training Summit will be held in rooms C-210- C216 at the Greater Columbus Convention Center. Summit ticket prices vary. Physique and Fitness Certification Workshop: \$399. For more information, ticket prices or to register, visit www.strengthPro.com.

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Arnold Strongman Classic:

Savickas Returns to Challenge 2009 Champion Poundstone

COLUMBUS, OHIO – The Arnold Strongman Classic, which annually features the world's top strongman professionals in a two-day competition to determine the world's strongest man, will feature two past champions in the same contest for the first in 2010.

2009 Arnold Strongman Classic champion Derek Poundstone of Waterbury, Conn., will return to defend his title, and this time he will have to face six-time ASC champ Zydrunas Savickas of Lithuania. The mighty Savickas returns to the Arnold after a one-year hiatus after winning six straight titles between 2003 and 2008. He won the 2009 World's Strongest Man and is considered by many to be the greatest strongman of all time.

The 2010 Arnold Strongman Classic will feature five events – Timber Carry, Manhood Stones, Apollon's Wheel, Tire Deadlift and Circus Bell – that are designed to test sheer brute strength.

Nine contestants have been confirmed for the 2010 Arnold Strongman Classic:

Nick Best of Las Vegas, NV -- Earned a spot by winning the Gaspari All-American Strongman Contest

Mikhail "Misha" Koklyaev of Russia -- Strongman and weightlifting legend who finished second in 2009 Arnold Strongman Classic

Travis Ortmyer of Cypress, TX -- Past winner of WSM Super Series contest

Phil Pfister of Charleston, WV -- Winner of 2006 World's Strongest Man

Derek Poundstone of Waterbury, CT -- Winner of the 2009 Arnold Strongman Classic, runner-up in the 2008 World's Strongest Man and winner of America's Strongest Man in 2007 and 2009

Zydrunas Savickas of Lithuania -- Arnold Strongman Classic champion from 2003 through 2008 before not participating in 2009

Brian Siders of Virginia Beach, VA -- former International Powerlifting Federation champion

Brian Shaw of Fort Lupton, CO -- Winner of 2009 WSM Super Series

Donnie Thompson of Columbia, SC – Winner of multiple world powerlifting championships

Mark Felix of England, who finished second in the All-American Strongman, will be the first alternate for the Arnold Strongman Classic.

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Arnold Table Tennis Challenge:

300 Youth, Adults and Seniors to Take Their Best Shots

COLUMBUS, OHIO – More than 300 table tennis players of all ages and abilities will take their best shots at the Arnold Table Tennis Challenge March 5-7, 2010 in the Greater Columbus Convention Center.

“We’ll have a competitive category for everyone, from beginners to world class players,” said Ed Hogshead, event chairman. “Spectators will enjoy such a wide range of styles and skills that their heads may be spinning as fast as the ball.”

On Friday, March 5, player’s age 50 and better will compete in a Central Ohio Senior Olympics, a new feature this year of the Arnold Active Living Festival. Also on Friday, recreational players compete for medals and gift certificates in singles, family doubles, and a 41-point handicap event.

Saturday features singles competitions, from novices at 9 a.m. to “hardbats” at 6 p.m. A hardbat is covered with ordinary pimped rubber on both sides, rather than the layered rubber used on today’s sponge bats. Hardbats are rare at the top levels of table tennis, but some players and spectators enjoy them more because their reduced spin and speed allow for longer rallies.

Sunday’s action will focus on Collegiate Team Championships. Also, finals of the Open division will be held on the EXPO stage in Hall D Sunday at noon. The winner will take challengers after the match.

Killerspin and Landmark Billing Systems, Inc. are sponsors of the Arnold Table Tennis Challenge. Killerspin, the biggest name in table tennis, provides tables and equipment for the competition. Landmark Billing Systems, Inc. provides event management, judges, and prizes for winners.

Admission to The Arnold Table Tennis Challenge, to be held in the Convention Centers Terrace Ballroom and Rooms E160 - E170 and is included in a \$10 daily ticket to the Arnold Fitness EXPO. Tickets are available at the door or from Ticketmaster at 800-745-3000, or www.ticketmaster.com/arnold.

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Arnold USA Boxing Invitational Championships:

Amateur Pugilists Box While World Champs Motivate

COLUMBUS, OHIO – The fifth annual Arnold USA Boxing Invitational Championships will showcase top youth and adult amateur boxers from around the nation and presentations by many elite boxing champions. All boxing events take place at the Greater Columbus Convention Center's Hall C as a part of the Arnold Sports Festival March 5-7.

“It's an honor to welcome amateur boxers from around the nation to the 2010 Arnold Sports Festival,” said Terrance “Tokey” Hill, event chairmen. Hill is a six-time National Karate Champion, a former USA Olympic and Pan American coach who received the Coach of the Year award at the 1999 Pan American Games. “Not only do we have great boxers competing but many former legends and champions making appearances as well,” said Hill.

Champions and legends scheduled to appear include: former Olympic Gold Medalist and Heavyweight Champion of the World Smokin' Joe Frazier; former Heavyweight Champion of the World James “Buster” Douglas; Buster's cousin and international female boxing sensation Vanessa Jackson; former Olympian Jerry Page; boxing legend and captain of the 1974 US national team, Vonzell Johnson; and Columbus Recreation & Parks Coach Mike Johnson.

The Arnold USA Boxing Invitational Championships annually rewards the best boxer with a \$2,000 scholarship presented by the Columbus Rotary and Arnold Sports Festival.

The Outside the Ring Award is presented to an individual recognized for ongoing contributions to the sport of boxing both in and outside the ring. Past recipients include: Joe Frazier, James “Buster” Douglas, Jerry Page, Vonzell Johnson, Johnny Davis, Jr. and Mike Johnson.

The **2010 Outside the Ring Award will go to Frank Shamrock**. Shamrock's commitment to the sport of MMA, including boxing, has inspired and encouraged millions.

Frank Shamrock, like his older brother and fellow MMA legend Ken Shamrock, had a difficult childhood and became a ward of California at the age of 11. He was later adopted by the recently deceased Bob Shamrock who ran a boys home in California where Frank had spent many years. Frank's father encouraged all his boys to compete in athletics.

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On some occasions, when two boys had an argument, Bob would let them settle it by boxing or wrestling in the backyard. Frank later joined his brother Ken's fighting camp, the Lion's Den, and became a MMA Champion at the age of 22.

Shamrock holds a professional record of 23-10-2 and has held championship titles in six different organizations including King of Pancrase, UFC Middleweight Champion, WEC Light Heavyweight Champion, WKC Submission Champion, Contenders Light Heavyweight Champion and Strikeforce Middleweight Champion.

Shamrock continues to share the story of his journey in motivational seminars with under privileged youth at juvenile detention centers around the world.

Admission to boxing is included in a \$10 daily ticket to the Arnold Fitness EXPO. Tickets are available at the door or from Ticketmaster at 800-745-3000, or www.ticketmaster.com/arnold

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For more information, visit: www.arnoldsportsfestival.com.

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MARCH 4-7, 2010 COLUMBUS, OHIO USA

FOR IMMEDIATE RELEASE

March, 2010

Arnold USA Powerlifting Championships:

World's Top Lifters Battle in Four Premier Competitions

COLUMBUS, OHIO – USA Powerlifting, America's premier Powerlifting Organization, will present an international powerlifting competition at the Greater Columbus Convention Center, March 5-7 as a part of the Arnold Sports Festival.

USA Powerlifting with more than 5,500 members is the only U.S. member of the International Powerlifting Federation, the oldest and largest governing body for the sport of powerlifting. The IPF, founded in 1971, has members in more than 100 countries.

Dr. Larry Maile, President of USA Powerlifting, said, "USA Powerlifting is thrilled to return to the Arnold Sports Festival for our third year. We'll showcase many of the world's elite lifters as they compete in the bench press, deadlift and squat."

Competitions in the convention center's Grand Ballroom:

- USA Powerlifting Raw Challenge 8 a.m.-7 p.m. Friday, March 5,
- Quest American Invitational 8 a.m.-4 p.m. Saturday, March 6.

Competitions on the Arnold EXPO stage:

- GNC Pro Performance IPF Deadlift Championship 4 p.m.-6 p.m. Saturday, March 6.
- IPF Titan Pro Bench Bash 10 a.m.-noon Sunday March 7

Some of the many returning Champions and World Champions competing this year include:

- Mike Bridges, 2009 Hall of Fame Inductee; World Record holder;
- Siouzx Hartwig-Gary, IPF Master World Champion and World Record holder;
- Brad Gillingham, men's deadlift champion, IPF Hall of Fame Inductee, Multi-Time World Champion;
- Marcus Hirvonen, IPF bench presser of the year, at 275 lbs. lifted 771 lbs.;
- Wade Hooper, at 165 lbs., set world record in squat with a lift of 777 lbs.;
- Fiona von Bachhaus, of Germany, Multi-Open IPF World Champion;
- Michael Tuchscherer, USAPL top male lifter, World Games Champion;
- Jessica O'Donnell, IPF World Champion, Squat World Record holder;

-more-

Competitors to watch from Ohio include:

- Kevin Meyer, of Akron, Bench World Team member (Pro Bench Sunday)
- Pamela Bartz, of Olmsted Twp, Jr World Team member (Quest American Saturday)
- Bernadine Tatulinski, of Garfield Hts (Con-Cret Raw Friday)
- Justin Caputo, of Lorain (Con-Cret Raw Friday)
- Dave Ricks, of Dayton, World Champion (Quest American Saturday)
- Steve Howard, of Toledo (CON-cret Raw Friday)
- Bob Eucker, of Avon Lake (Pro Deadlift Saturday)

Admission is included in a \$10 daily ticket to the Arnold Fitness EXPO. Tickets are available at the door or from Ticketmaster at 800-745-3000, or www.ticketmaster.com/arnold. For more information visit www.usapowerlifting.com or www.arnoldsportsfestival.com.

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FOR IMMEDIATE RELEASE

March, 2010

Arnold Weightlifting Championships:

Pan American Qualifier and Russian Legend to Highlight Competition

COLUMBUS, OHIO – The 8th Annual Arnold Weightlifting Championships showcases the nation's best weightlifters in a three-day event March 5-7 at the Greater Columbus Convention Center as a part of the Arnold Sports Festival.

This year's competitions include: the Master's Lifting Invitational for lifters 35 years and older; the Arnold International Weightlifting Invitational; the Arnold Weightlifting Champions of Tomorrow for lifters 8-20 years; the WerkSan High School Challenge; and new this year, the U.S. qualifier for the Pan American Games, where the top lifters will go on to represent team USA.

All competitions consist of the combined totals of the two Olympic lifts, the snatch and the clean & jerk. The snatch is a lift from the floor to overhead in one, continuous movement. The clean & jerk is a two-part lift from the floor to the shoulders and then jerked overhead.

To award their efforts, the top youth lifter with the best performance will be awarded a \$2,000 college scholarship presented by the Columbus Rotary and Arnold Sports Festival.

Scheduled to appear is Russian weightlifting legend **Vasily Alexseyev**. Alexseyev is considered the greatest Super Heavy Weight of all time, setting over 80 world records, winning two Olympic gold medals and eight World Championship gold medals, he's also the first person to ever clean and jerk over 500 lbs.

Admission is included in a \$10 daily ticket to the Arnold Fitness EXPO. Tickets are available at the door or from Ticketmaster at 800-745-3000, or www.ticketmaster.com/arnold. For more information visit: <http://columbusweightlifting.org> or www.arnoldsportsfestival.com.

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FOR IMMEDIATE RELEASE

March, 2010

Arnold 2nd Shot Ohio State Wrestling Championship: New Wrestling Tournament Debuts March 7

COLUMBUS, OHIO – Wrestlers know. When your first take-down misses, you take a second shot. It is the grappler's equivalent of Arnold Schwarzenegger's now classic line: "I'll be back!"

"Our schedule nearly always puts us on the same weekend as the state wrestling tournament for high schools," said Event Director Paul Bukky. "But only about 600 of Ohio's 10,000 high school wrestlers can compete at that event. The Arnold 2nd Shot competition gives a lot more wrestlers a reason to take a second shot, keep training and keep wrestling."

About 800 wrestlers will compete on 20 mats in Nationwide Arena starting at 9 am, Sunday, March 7, in 14 weight classes in three divisions based on school size. More than one wrestler from the same school and weight class may compete. Plaques and medals will be presented to the top six places in each weight class. A \$2,000 scholarship will go to the top male wrestler, presented by Columbus Rotary and the Arnold Sports Festival.

"We hope a lot of young wrestlers who will be spectators at the state tournament on Friday and Saturday, will then compete in the Arnold 2nd Shot competition," Bukky said. "This way our two wrestling competitions will complement each other, and give young grapplers a jam-packed weekend of wrestling."

Weigh-ins will be held Saturday, March 6, from 1-4 pm at Nationwide Arena. Wrestlers and teams can enter the Arnold 2nd Shot Wrestling Championship, or get further information, at www.arnoldsportsfestival.com.

A \$10 daily ticket to the Arnold Fitness EXPO includes access to wrestling, as well as other competitions. Tickets are available at the door, or from Ticketmaster, (800) 745-3000, or at www.ticketmaster.com/arnold.

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FOR IMMEDIATE RELEASE

March, 2010

Arnold Youth DanceSport Classic:

1,200 Young Dancesport Athletes to Compete March 6-7

COLUMBUS, OHIO – More than 1,200 dancers from ages five through college will again put the “sport” in DanceSport during the sixth-annual Arnold Youth DanceSport Classic during the Arnold Sports Festival.

Athletes will compete in Latin, Waltz and Fox Trot divisions during the Arnold Youth DanceSport Classic, to be held in the Hyatt Regency Ballroom on Saturday, March 6 and Sunday, March 7.

Under the direction of internationally acclaimed Latin master Sam Sodano, producer of PBS's "America's Ballroom Challenge" and the Ohio Star Ball, the event is held in the Hyatt Regency Ballroom, adjacent to the Greater Columbus Convention Center.

“The Arnold Youth DanceSport Challenge is an experience in elegance featuring the nation's best young dancesport athletes,” said promoter Sam Sodano. “These elaborately costumed young competitors will glide with grace on the same dance floor as the Ohio Star Ball.”

The event will award \$25,000 in scholarships to help young dancers underwrite the expense of coaching, travel, costumes, cosmetics, and shoes.

Purchase the \$10 Arnold EXPO ticket to enjoy the Arnold Youth DanceSport Challenge and other weekend events. Tickets are available at the door or from Ticketmaster, 800-745-3000, or at www.ticketmaster.com/arnold.

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For more information, see our website: www.arnoldsportsfestival.com.

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For Immediate Release:
Dec. 14, 2009



WORLD EXTREME CAGEFIGHTING® ANNOUNCES STAR-STUDDED EVENT ON MARCH 6



Bantamweight Title Fight Headlines Card in Columbus, Ohio Plus, Miguel Angel Torres and Jens Pulver Return

WEC: Bowles vs. Cruz
Tickets on Sale Saturday, Dec. 19 at 10 a.m. ET

*From Nationwide Arena in Columbus, Ohio; Saturday, March 6
Fight to Air Live on VERSUS at 10 p.m. ET/ 7 p.m. PT*

Las Vegas, NV (USA) – The city of Columbus, Ohio has a tradition of showcasing some of the best in the worlds of fitness, bodybuilding, martial arts, and wrestling during the first weekend of March. The recent trend of premier mixed martial arts competition invading Ohio continues this year, as World Extreme Cagefighting® brings the greatest lighter weight fighters in the sport to Nationwide Arena.

On **Saturday, March 6, 2010**, WEC heads to Columbus, Ohio with a stacked card headlined by a **world bantamweight title fight** between **champion Brian Bowles** and **number one contender Dominick Cruz**. What's more, WEC's first trip to Columbus features the return of former bantamweight champion **Miguel Angel Torres**, as well as the comeback of former UFC® lightweight titleholder **Jens Pulver**.

“We are really excited to bring our event to Columbus on the same weekend as The Arnold Sports Festival,” WEC General Manager Reed Harris said. “Knowing that the weekend draws tens of thousands

of the sporting world's best athletes and enthusiasts to Columbus, WEC is proud to present the best of the best in the lighter weight classes in an event that is a 'can't miss' for MMA fans."

Tickets for **WEC: Bowles vs. Cruz** go on sale Saturday, Dec. 19 at 10 a.m. ET and will be priced at \$125, \$75, \$45, and \$25. A special Internet ticket pre-sale will be available to WEC newsletter subscribers on Thursday, Dec. 17 starting at 10 a.m. ET. To access this presale, users must register for the WEC newsletter through wec.tv. Tickets may be purchased at the Nationwide Arena Ticket Office, at all Ticketmaster locations, online at www.ticketmaster.com or by phone at (800) 745-3000. Tickets are also available at the FOX Sports Ohio Blue Line store at The Mall at Tuttle Crossing and ticket outlets at Chiller Dublin, Chiller Easton and Chiller North. Tickets are subject to service charges.

WEC: Bowles vs. Cruz will be televised nationally live on VERSUS beginning at 10:00 p.m. ET/7:00 p.m. PT. All of the network's live WEC events are presented in HD and Spanish language SAP where available. For more information and how to find VERSUS in your local viewing area, visit <http://www.versus.com/findversus>.

In one of the most stunning performances of 2009, **Brian Bowles** (8-0) claimed the WEC bantamweight title by scoring a first round knockout over then pound-for-pound king Miguel Angel Torres. Boasting five wins in the WEC – all of which have come by way of knockout or submission - the newly-crowned champion believes he has the potential to become one of the most dominant fighters ever. To prove his point, the Athens, Ga. resident looks to power past **Dominick Cruz** in his first title defense in March.

"I'm from West Virginia originally, which is right across the river from Ohio, so it will be real cool to defend my title there," Bowles, who expects a large contingency of his nearby fans to attend the fight, said. "I'm ready to defend my title. Dominick is an elusive fighter and hard to hit, but I think I'll connect with my punches. I've worked really hard to get this title and I want people to respect me. This fight is my chance to prove that I'm the best 135-pounder in the sport."

Undefeated since dropping to bantamweight in 2007, San Diego's Cruz (14-1) has wreaked havoc on the 135-pound division thanks to his unorthodox striking and powerful wrestling. The 24-year-old earned his shot at the title with an impressive decision victory over previously unbeaten Joseph Benavidez last August, and now seeks his first world championship. A training partner of UFC star Brandon Vera, Cruz is confident that he has all of the tools needed to best the heavy-handed Bowles.

"I've sacrificed a lot in my life to be where I'm at today in this sport," Cruz said. "So winning the title would mean a lot of hard work coming together. You know how a lot of champions get emotional when they win that belt? I think the reason they are crying is because they see all of the sacrifices they put in to win that belt paying off right then and there. The same thing is going to happen to me, and the meaning of it will come together when I win that title. I'm going to beat Brian Bowles."

In addition to Bowles-Cruz, two of MMA's biggest names return to the cage on March 6 eager to begin their quests back to world titles. A winner of 17 out of his last 18 fights, former bantamweight champion **Miguel Angel Torres** will fight at Nationwide Arena, as will featherweight star **Jens Pulver**. WEC officials believe the title fight, plus bouts featuring Torres and Pulver, will make this one of the most intriguing cards in company history.

"Bowles versus Cruz has potential to be one of the best title fights of the year," Harris said. "And I haven't seen two fighters more hungry to win than Torres and Pulver. This card has the makings of something special. It's going to be a real treat for fans in Ohio."

Opponents for Torres and Pulver will be announced shortly.

Remaining bouts for **WEC: Bowles vs. Cruz** will be announced at a later date. For more information, visit www.wec.tv. Follow WEC at <http://twitter.com/WECOnVERSUS>.

About World Extreme Cagefighting®

The WEC brand is recognized as one of the premier mixed martial arts organizations in the United States. WEC, founded in 2001, is the sister organization of the Ultimate Fighting Championship® and today features the most prominent light weight fighters in the world. Owned and operated by WEC Holdings LLC., and headquartered in Las Vegas, Nev., the WEC produces live and taped events annually that are distributed through the Versus network. WEC programming is also available on Fox Sports en Espanol. In addition to its U.S distribution, WEC programming is shown on the TSN network in Canada, Setanta Sports in Australia, Globosat in Brazil, and Cadena Tres in Mexico. For more information and current WEC fight news, visit wec.tv. World Extreme Cagefighting® and WEC® are registered trademarks, trademarks, trade dress or service marks owned exclusively by WEC Holdings, LLC in the United States and other jurisdictions and are licensed to WEC Productions, LLC.

About VERSUS

VERSUS celebrates real competition across all platforms (VERSUS.com, VERSUS on Demand and VERSUS HD). Now in more than 75 million homes, the network is the national cable home of the National Hockey League (NHL), the Stanley Cup Playoffs and the IndyCar® Series as well as best-in-class events such as The Tour de France, the Professional Bull Riders (PBR), World Extreme Cagefighting (WEC) and Professional Boxing. The network also offers collegiate sports featuring nationally-ranked teams from top conferences such as the Pac-10, Big 12, Mountain West and Ivy League. VERSUS features the best field sports programming on television and is a destination for sports fans, athletes and sportsmen to find exclusive, competitive events and original programs, such as Sports Soup and The Contender that audiences can't find elsewhere. VERSUS, a wholly owned company of Comcast Corporation (NASDAQ: CMCSA, CMCSK), is distributed via cable systems and satellite operators throughout the United States.

About Nationwide Arena

For more information about upcoming events at Nationwide Arena, visit www.NationwideArena.com or call (614) 246-2000. Nationwide Arena, home of the Columbus Blue Jackets (NHL), is an SMG-managed facility. Headquartered in Philadelphia, SMG provides facility services to more than 210 venues controlling over 1.5 million entertainment seats worldwide.

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