



PRESS RELEASE

\$100,000 Transformation Challenge Provides the Ultimate Motivation to Transform This Year

Meridian, ID - January 4, 2011 - Bodybuilding.com, the most-visited bodybuilding and fitness site and largest online retailer of nutritional supplements, and Optimum Nutrition have teamed up once again to bring the nation's largest free transformation challenge with \$100,000 in cash and prizes up for grabs.

Not only do individuals have a chance to win over \$100,000 in cash and prizes, but everyone is provided with a free custom nutrition, exercise and motivational guide led by industry experts Kris Gethin and Jamie Eason. Weekly personal emails provide entrants with exclusive deals and words of advice from top athletes. This interactive, revolutionary approach ensures every 2012 transformation can be a long-lasting success.



Individuals have until January 31, 2012 to register for the \$100,000 Transformation Challenge. Upon registration, their official twelve-week transformation begins. On May 20, 2012 two grand prize winners and ten runners up will be chosen based on the following factors: biggest physical improvement (fat loss or muscle gain) and most inspirational to others.

The \$100,000 Transformation Challenge will award each grand prize winner (male and female) \$25,000 cash, a \$1,200 Bodybuilding.com gift certificate for Optimum Nutrition products, a one year gym membership, an all-expense paid trip to the Bodybuilding.com Fitness Expo, a personal training session with an ON fitness celebrity and a professional photo shoot. Ten runners up will receive \$2,500 in cash, a \$350 Bodybuilding.com gift certificate for Optimum Nutrition products and a one-year gym

membership. In addition, one person will be chosen randomly each week to be the "Contestant of the Week" and will receive \$250 worth of supplements and prizes.

"We set out to create the biggest transformation challenge anyone has ever heard of – no strings attached. Not only that, it was our goal to equip everyone with the tools needed to truly be a success. I must say, we have done just that. If this doesn't motivate you, I don't know what will," – Ryan DeLuca, Bodybuilding.com CEO.

Over 14,000 contestants set out to transform last year, with winners Trelas and Nikia Dyson taking home the prize. They not only won \$50,000 as a couple, but they have turned into transformation spokesmodels. Their workouts and transformation stories are seen daily by thousands of people and their transformation images have been used in a nationwide ad campaign. More than that, they personally inspired their friends, family and community to truly transform their lives for the better.

For more information on the \$100,000 Transformation Challenge, go to www.Bodybuilding.com/Challenge.

Bodybuilding.com offers more than 13,000 health & fitness supplements and accessories to help more than 11 million people every month achieve their health, fitness and appearance goals, as well as over 35,000 pages of FREE information, including more than 20,000 articles and videos, expert online trainers, and new content added daily.

For more information: <http://www.bodybuilding.com>

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