

WORLD'S TOUGHEST MUDDER RETURNS TO VEGAS

Presented by Cellucor, Fifth Annual 24-hour Endurance Competition to Transform Lake Las Vegas into Extreme Obstacle Course, Featuring New Team Relay Format

Brooklyn, NY (March 10, 2015) – Thousands of the world's most hardcore athletes will descend upon Lake Las Vegas the weekend of November 14th & 15th, 2015 to participate in World's Toughest Mudder, the 24-hour extreme obstacle course challenge designed to be the ultimate test of strength, stamina and mental grit. Official supplement partner Cellucor will present this year's event and provide tips and training support to participants as they prepare for the demanding competition. The event will be held just 30 minutes from the Las Vegas Strip, and expects to host participants from more than 20 countries from around the world.

Competitors will have 24 hours to log as many miles as they can on the five-mile circuit course, which will include more than 20 unique obstacles. The man and woman with the greatest number of full laps will each take home \$10,000; past winners have completed more than 100 miles. The top team of at least four participants will also earn a \$12,000 prize, with a total prize purse of \$60,000 up for grabs. For the first time, teams will participate in a relay format, with at least 50% of team members required to be on course at all times.

The announcement of the details of this year's event follows yesterday's premiere of national commercials for all-natural jerky brand Oberto featuring last year's male and female World's Toughest Mudder champions, Ryan Atkins and Amelia Boone. Part of the brand's popular "Little Voice in the Stomach" series, the ads will air across top-tier cable networks over the next four weeks and again in the fall.

2015 will mark the second consecutive year that World's Toughest Mudder will be held in the Las Vegas area. "We are thrilled to return to Lake Las Vegas for this year's World's Toughest Mudder," said Nolan Kombol, Director of Event Innovation. "Last year's event offered competitors an unparalleled challenge, with grueling raw terrain, erratic weather conditions, and matchless obstacles – and we have even more in store for 2015."

World's Toughest Mudder is the culminating event of the year for event production company Tough Mudder Inc., and is an amped-up version of its original Tough Mudder event, which features an untimed 10-12 mile challenge. This year's World's Toughest Mudder will offer even more intense versions of classic Tough Mudder obstacles, as well as challenges entirely exclusive to the year-end event and the debut of new obstacles that will be on Tough Mudder courses in 2016.

This year, Tough Mudder Inc. will be hosting 50+ Tough Mudder events, which feature military-style obstacles such as "King of the Swingers," a 12-ft pendulum swing into water; "Cry Baby," a crawl through a tear-gas-like substance; and "Electroshock Therapy," a gauntlet of 10,000-volt-charged dangling wires participants must barrel through to get to the finish line. Earlier this year, the company launched "Tough Mudder Redefined," an initiative that saw each course completely reinvented with 100% new and upgraded obstacles.

Registration for World's Toughest Mudder is now open to all those brave enough to take on the challenge. Those who sign up before the end of March will receive a free "pit crew" entry, which grants a supportive spectator with special access to the competitor refueling area and real-time updates on standings. Standard spectator entry is free to all. For more information, visit www.toughmudder.com.

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About Tough Mudder, Inc.:

Founded in 2010 with the launch of the Tough Mudder event series of 10-12 mile military-style obstacle courses, Tough Mudder Inc. has since grown to include Mudderella, an obstacle course series created by women for women; Urban Mudder, a city-based event merging an obstacle challenge with a full-day festival; Fruit Shoot Mini Mudder, a custom event for children ages 7-12; and World's Toughest Mudder, a grueling 24-hour endurance competition. The Tough Mudder family of brands is united by a commitment to promoting courage, personal accomplishment and teamwork through unconventional, life-changing experiences. In 2015, Tough Mudder Inc. will put on more than 65 events and host its 2 millionth participant.