

HOUSTON FITNESS CZAR LEE LABRADA HOSTS ANNUAL PHYSIQUE COMPETITION - Houston's Best Bodies Compete for Top Honors in ALL Age Groups!

HOUSTON May 3, 2004 – Fitness Czar Lee Labrada will bring his special mix of muscle, class and fun to the 2004 Lee Labrada Physique Tournament on May 15, 2004 in the General Assembly Hall of the George R. Brown Convention Center at 1001 Avenida de las Americas. The event, sanctioned by the National Physique Committee (NPC), is being presented by one of the sport's best-loved, well-known and successful competitors, former Mr. Universe, Lee Labrada.

The Labrada Tournament is Houston's premier physique contest, incorporating flashy, Broadway-style family entertainment with fun competition for everyone from teens to 70-somethings. The competition includes categories for Men's Bodybuilding – Novice, Open, Masters, Men's Teens, Women's Figure and Women's Figure Masters.

After a seven-year hiatus, the Labrada Tournament returned to Houston just last year with one goal – to introduce muscle and fitness to a mainstream Houston audience.

"Bringing this top-notch family event to Houston often inspires spectators to commit to a fitness program themselves. They are moved by the physiques and tremendous efforts of the competitors," says Lee Labrada, show promoter and president and CEO of Labrada Nutrition. "And because it's a family event, it's not uncommon to see a teen, a mom, a dad and or a grandparent compete on stage, cheered on by their loved ones – now, that's inspiring! We all have an athlete inside of us, and I hope that's what people see when they come to my show."

Making a special appearance at the Labrada Tournament will be top-ranked IFBB Mr. Universe Gunter Schlierkamp along with two-time Arnold Classic champion Kevin Levrone, both of whom will perform crowd-pleasing posing exhibitions. Flashy, funky entertainment will be provided by the culturally-diverse,

Houston-based dance troupe The Jazz Co, and well-known nutritionist Keith Klein will emcee the event. The evening is sure to be exciting, energetic and engaging!

Pre-judging general admission tickets cost \$9.50, and the show is 9 a.m. – 12 p.m. Evening show ticket prices range from \$25 to \$55, and the evening show is 7 p.m. – 12 a.m. Tickets are now being sold and are available by phone at 800.832.9948 ext. 359. For information about how to enter the competition, go to www.labrada.com.

About Lee Labrada

Lee Labrada is president and CEO of Houston-based Labrada Nutrition, a marketer of sports nutrition products and Inc 500 company. Lee is a former world champion professional bodybuilder and a past winner of the IFBB Mr. Universe and 22 major bodybuilding titles. He is one of only four men in history to place in the top four in the Mr. Olympia for seven consecutive years, a feat matched only by legends Arnold Schwarzenegger, Lee Haney and Dorian Yates. Since 2002, Lee has served as Houston's first Fitness Czar, leading a citywide non-profit health and fitness campaign called Get Lean Houston! He has been credited with helping Houston shed its fattest city title. Lee has been featured on the covers of over 100 magazines worldwide, in hundreds of articles, and has appeared on CNN, CNBC, NBC and ESPN television.

About Labrada Nutrition

Products currently produced by Labrada Nutrition include Lean Body Hi-Protein Meal Replacements and Bars, CarbWatchers® Lean Body® Ready-to-Drink, Lean Body for Her® Meal Replacement Drink Mix, CarbWatchers® ProPlete® Gold Whey Protein, Elasti Joint™ joint repair formula, ProV60® Protein Blend, Charge ASF! thermogenic formula, EFA Lean™ Essential Fatty Acid Blend, Liquid Kwik Vites™, CarbWatchers® Gourmet Sugar-free Chocolate and new CarbWatchers® Premium Gourmet Ice Cream. Labrada's other CarbWatchers® products include new tortillas in eight flavors and CarbWatchers® Gourmet Baking Mixes. Labrada products are distributed nationally and internationally in health food stores, fitness centers and gyms and other fine retail outlets. They can be found on the Web at www.labrada.com

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