

LEE LABRADA BODYBUILDING TOURNAMENT COMES TO HOUSTON! - Interactive Bodybuilding and Fitness Show Brings Sport to Mainstream Audience

HOUSTON July 23, 2003 – Houston is about to receive some serious muscle as its Fitness Czar, Lee Labrada pumps up the 2003 Lee Labrada Physique Tournament to be held Saturday Aug. 2, 2003 at 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 most well-known and successful competitors and former Mr. Universe, Lee Labrada.

With Mr. Olympia contender Gunter Schlierkamp, IFBB Pro bodybuilder and 2002 GNC Physical Pro Champion, and Toney Freeman, 2002 NPC Men's National Overall Champion as guest posers, the evening is sure to be a heavy hit. Entertainment will be provided by world-famous unique hip-hop and funk aerobics performers Planet Funk and emceed by KPRC-TV, Channel 2 Anchor Dominique Sachse and renowned nutritionist Keith Klein.

Other attractions include the amateur male and female bodybuilding and ladies fitness and figure competitions.

"I am thrilled to be able to bring this event back to Houston," said show founder and president and CEO of Labrada Nutrition, Lee Labrada. "Bodybuilding is a fundamental sport used as a strength and conditioning tool in every major sport performed in America, and it is exciting to see it being performed at this level right here in my hometown. We are very much looking forward to seeing some incredible athletes."

The Lee Labrada Physique Tournament is a returning feature to Houston. Previous Lee Labrada bodybuilding tournaments ran from 1988 to 1994 and mixed variety show entertainment to appeal to a mass audience less familiar with the principles of bodybuilding, such as definition, symmetry and proportion.

Pre-judging general admission tickets cost \$8, and the morning show is 9 a.m. – 12 p.m. Evening show ticket prices range from \$15 to \$50, 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.

About Lee Labrada

Lee Labrada is president and CEO of Houston-based Labrada Nutrition, a maker of sports nutrition products that within only six years is on the Inc 500 list. 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. Most recently, Lee was appointed by Mayor Lee P. Brown in Houston to be Houston's first Fitness Czar leading a citywide non-profit health and fitness campaign called Get Lean Houston! Lee has been featured on the covers of over 100 magazines worldwide, in hundreds of articles, and has appeared on CNN, 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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