



**THE ARNOLD CLASSIC WEEKEND PARTNERS WITH IFSA STRONGMAN FOR 2005  
AND 2006**

**The New Partners Vow to Maintain the Uniqueness of the Strongman  
Contest now known as The Arnold Classic**

Classic Productions, producer of The Arnold Fitness Classic Weekend, and IFSA Strongman, the world governing body, sports marketer and pro-athlete manager of the Strongman sport, today announced that they have signed a two-year partnership to produce the Strongman event called The Arnold Classic.

Under the agreement, IFSA Strongman will bring the world's best strongmen each year to Columbus, OH, to take on each other and the challengers from strength sports such as Weightlifting and Powerlifting in various extreme tests of strength. Broadcast on IFSA Strongman's TV platform, the show will have a reach of hundreds of millions of viewers.

The new partners confirm that the 2005 edition of The Arnold Classic will have the lineup of athletes and the selection of disciplines that Classic Productions have already announced prior to signing this new agreement.

Says Jim Lorimer, Director and Co-founder of The Arnold Classic Weekend: "Following recent unexpected developments in the Strongman world, it has become necessary to re-evaluate our existing affiliations in order to preserve The Arnold Classic in the global Strongman calendar as an independent and multi-sport competition. We felt that IFSA Strongman's partnership proposal demonstrated the best understanding of what Arnolds is about, and hence offered the highest long-term value for the Strongman sport."

Says Jussi Laurimaa, the CEO of IFSA Strongman: "Jim Lorimer, Terry Todd, and their team have shown true integrity in how they navigated the potential partnership landscape during these times of change in the strongman sport. The contract now signed maintains the status of Arnolds as the U.S. Open of Strongman contests: independent, irreplaceable, and excitingly different. At the same time, the contract elevates The Arnold Classic into the official IFSA Strongman pro-competition calendar, thus further increasing its attractiveness to the athletes and sponsors."

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