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**IFSA STRONGMAN ANNOUNCES STRATEGIC PARTNERSHIP WITH THE
FEDERATION OF THE STRONGEST ATHLETES OF RUSSIA ('FSA')**

**2005 IFSA Strongman European Championships to be held 4-5 June
in Moscow**

IFSA Strongman's Board of Directors today announced the successful conclusion of a series of agreements with key federation, TV and commercial partners in Russia. These exciting developments mark Russia's emergence as a key player in the global Strongman sport.

IFSA Strongman can also confirm it has accepted Russia's bid to host the official Strongman European Championships in summer 2005.

Says IFSA Strongman CEO Jussi Laurimaa, 'The vast size of Russia and its distinguished legacy in powerlifting and strength athletics have created a pool of high-quality athletes, with the commitment and ability to compete on an international stage. The sport also enjoys tremendous support from the Russian public, and government sporting bodies. Today's announcement legitimises the FSA, and opens the door for increased involvement of Russian athletes in the world Strongman community.'

Says FSA General Secretary Viatcheslav Piskunov, 'The FSA has been watching recent developments in Strongman with interest. This partnership reflects our belief that IFSA Strongman offers the best perspective for the sport as a whole, and Russian athletes in particular.'

As part of the agreement, IFSA Strongman has appointed Mr. Ken Crease as its full-time representative in Russia and the CIS, working specifically to boost the profile of the sport in this important region.

The following specific details have been confirmed:

1. The FSA of Russia will be the only official IFSA-sanctioned Strongman federation in Russia.
2. The 2005 IFSA Strongman European Championships will take place in the Olympic Sport Complex 'Luzhniki' on 4-5 June 2005. Prize money will be USD 100,000. This event is part of the previously-announced title-event pyramid structure.
3. Further IFSA / FSA-sanctioned events will take place in major Russian cities, including Ekaterinburg and St. Petersburg, throughout April and May.

Says Douglas Edmunds, Director at IFSA Strongman, 'The enormous amount of time and effort which has gone into securing these agreements reflects the importance that IFSA places on strengthening the relationships between IFSA as the world governing body of the Strongman sport and the national strongman

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federations that comprise IFSA. Only by working together in a unified structure will the strongman sport achieve its full potential for athletes and commercial partners alike.'

IFSA Strongman will release further details about its Russia and CIS development, and the 2005 IFSA Strongman European Championships during the next few weeks.

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