

sports tv media
distribution

sports tv production
international

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IFSA STRONGMAN REACHES NEW LEVELS IN PRODUCTION QUALITY AND BROADCAST COVERAGE

- **IFSA Strongman Ltd signs contract with Sports TV Production International and Sports TV Media Distribution for the 2006 IFSA Strongman Title Events.**

LONDON, UK – June 12, 2006 -IFSA Strongman (OTCBB:ISMN.OB), the exclusive manager of the top strongman athletes, rights and title events worldwide, announced today that it has entered into a landmark contract that will allow IFSA Strongman to dramatically increase its worldwide broadcast coverage.

IFSA Strongman Ltd. announces today that they have signed an agreement with Sports TV Media Distribution (www.stvmd.com) and Sports TV Production International (www.stvpi.com), two Austrian sister companies (collectively, "Sports TV group"), to manage their 2006 television production and distribution title event needs.

IFSA Strongman will certainly benefit from the experience and worldwide distribution deals that Sports TV Media Distribution already has in place with 43 international TV channels, covering 219 countries and 400 million households. Further information on the media value of the IFSA Strongman Title Package will be announced soon.

Sports TV Production International will produce all of IFSA Strongman's 2006 title events in High Definition format. With its years of specific strongman TV production experience and through the use of latest graphical information systems and a unique qualified crew worldwide, Sports TV Production International will further enhance the quality of the already leading-edge IFSA Strongman TV series package.

Jussi Laurimaa, CEO of IFSA Strongman, stated, "We have been hugely impressed by the achievements of the two Sports TV companies and how they presented their ideas to constantly grow the strongman sport. With their television experience, our strongman events and products will reach new levels, delivering even more exciting sports entertainment to our hundreds of millions of viewers worldwide".

Othmar Valzacchi, President of the Sports TV Group, stated, "We have years of accumulated experience and success and could therefore propose to IFSA Strongman the best overall package. There is an incredible interest in high quality strongman programming." Mario Kochwalter, Head Of Sales of Sports TV Media Distribution added, "Combining our leadership in highest quality strongman TV production and distribution, with IFSA Strongman's undisputable leadership position in the strongman sport itself, it should push the coverage to 80 television channels worldwide."

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IFSA Strongman - the principal owner of the Strongman brand, sport and entertainment - spent most of fiscal 2004 and 2005 securing the key rights to the strongman sport and athletes through acquisitions and contracting. The Company is now launching its planned growth initiatives, which are expected to grow revenues multi-fold in the coming years. A billion people worldwide have seen the strongman sport, and the Company has an estimated market share of over 77 percent. IFSA Strongman is currently leveraging this exposure and brand recognition through its strategy. The Company is an integrated media, entertainment, and athlete representation company principally engaged in the development, production, and marketing of television programming, pay-per-view programming, live events, and the licensing and sale of branded consumer products featuring both the Company's brand and the brands of the over 80 athletes from over 30 countries it represents. The Company is also widely recognized as the World Governing Body of the strongman sport with over 30 national member federations across the world. For more information, please visit the Company's website at www.IFSAstrongman.com

Sports TV Production International provides highest quality TV services in a fast, professional, and efficient manner. From consultation to delivery, years of successful operations and speed of communication makes Sports TV Production International a professional and dependable partner. For references please go to www.stvpi.com.

Sports TV Media Distribution - www.stvmd.com - offers world-wide distribution and sales of television programming, develops international distribution concepts, and consults / co-ordinates international broadcasting projects. Over 10 years of experience, combined with superb motivation of the team, make Sports TV Media Distribution an ideal professional partner in the TV world.

Included in this release are certain "forward-looking" statements, involving risks and uncertainties, which are covered by the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Such statements are based on management's current expectations and are subject to certain factors, risks and uncertainties that may cause actual results, events and performance to differ materially from those referred to or implied by such statements. In addition, actual future results may differ materially from those anticipated, depending on a variety of factors, including uncertainties relating to global political conditions, such as terrorism. Information with respect to important factors that should be considered is contained in the company's filings with the Securities and Exchange Commission. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof. The company does not intend to update any of the forward-looking statements after the date of this release to conform these statements to actual results or to changes in its expectations, except as may be required by law.

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