



Muscle Flex Inc. is a leading edge fitness, health and lifestyle company that develops exciting brands and new products to market using direct response TV advertising and commercials as well as cutting edge brand and image marketing through the creation of television media content for network and cable television distribution. All Muscle Flex® products are designed with the average person's lifestyle in mind.



Why Invest in Muscle Flex Inc. ?

Danny Alex
Infomercial Host
Muscle Flex Founder and CEO

Investor Information

Ticker Symbol
OTC: MFLI

Central Index Key (CIK)
0001069793

Recent Share Price
\$.024

52 Week High / Low
\$.049 / \$.0011

Authorized Shares
200,000,000

Outstanding Shares
127,345,580

Estimated Market Cap
\$ 2,896,294

Transfer Agent
Madison Stock Transfer
Brooklyn, NY 11229

Company Web Sites:

www.MuscleFlexInc.com
www.MuscleFlexVATA.com
www.DannyAlex.com
www.BeagleStepfit.com
www.BuddyTabletCaddy.com

Redirecting Direct Response

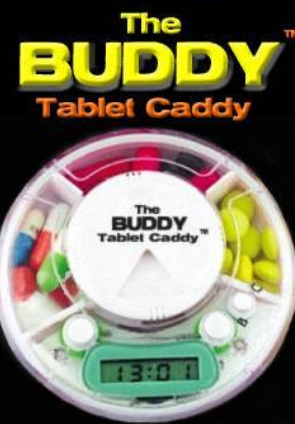
Muscle Flex Inc utilizes its proprietary direct response model which includes; short and long form TV commercials, advertorials, traditional retail and other associated advertising vehicles to creatively and economically market products on TV. Muscle Flex places a strong emphasis on the "Drive to the Internet" principle that allows for a low cost transaction, the ability to provide additional information and most importantly, up-sell a number of additional related products to maximize its "sale per order".

The Muscle Flex Mission Statement

Muscle Flex Inc. is a company dedicated to providing the highest quality health, fitness and lifestyle products that enrich and provide unequivocal betterment for an individual both physically and emotionally. To this end, Muscle Flex strives to always keep respect and honesty in all it delivers to its customers and provide the highest regard on the value of each individual. Muscle Flex believes it is its fiduciary duty to help in assisting all individuals attain a healthier lifestyle who have been disadvantaged one way or another by circumstances that were not of their choosing or control.

Muscle Flex Corporate Philosophy

Limit Dilution and Increase Retained Earnings. Dilution is the single most destructive event for shareholder value and an appreciating share price. The other item that Muscle Flex Inc. considers a top priority is Retained Earnings. Revenue that does not generate positive cash flow will eventually be dilutive to all shareholders through the need to raise additional capital to cover the monthly burn rate. Attention to controlling fixed costs is the basis by which the management team can limit dilution in all of its forms and provide investors growing retained earnings ... it is not just a corporate philosophy ... it is the way Muscle Flex does business.



THE
MUSCLE FLEX
VATA BRASIL
SPORTS & ACTIVE WEAR LINE

Sexy, Sassy, Comfort,
OneFit, Moisture Wicking
Active Wear

Recent Muscle Flex Inc. Headlines

Muscle Flex® Wraps Up Its Emmy Awards Activities and Describes it as Being "Extremely Successful"

Muscle Flex Inc. Announces Details of its Second Value Priced Product Release; The Beagle StepFit™ Pedometer and the Beagle Mini By Muscle Flex

Disclaimer: Certain statements in this news release may contain forward-looking information within the meaning of Rule 175 under the Securities Act of 1933 and Rule 3b-6 under the Securities Exchange Act of 1934, and are subject to the safe harbor created by those rules. All statements, other than statements of fact, included in this summary, including, without limitation, statements regarding potential future plans and objectives of the company, are forward-looking statements that involve risks and uncertainties. There can be no assurance that statements will prove to be accurate and actual results and future events could differ materially from those anticipated in such statements.