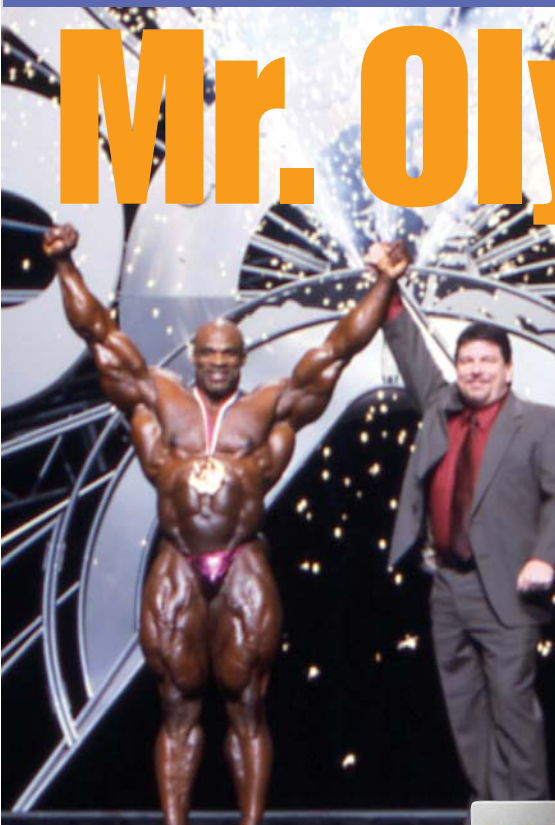


American Media, Inc., Invites You To Participate In The ALL-NEW

Mr. Olympia 2004



October 28-30, 2004

**Mandalay Bay Resort and Casino
Las Vegas, NV**

The competition will be more exciting than ever with new rules, new scoring, more action and excitement than ever before.

The sponsorship opportunities are extraordinary!

For the first time, you can be part of a Mr. Olympia broadcast – print – Internet package that will reach fans everywhere.

Pay-per-view Broadcast Brand I.D.



Participate in the nationally televised event, as an awards presenter along with Governor Arnold Schwarzenegger.



Special Opportunity for Print Advertising

in AMI's Mass Weekly Publications including Star Magazine.

- Star has a 1.3 million circulation, and reaches 7.3 million weekly readers!

Booth Space at Olympia Expo

Showcase your products and services at an Olympia booth and have an impactful presence at the event.



Special Mr. Olympia Web Site

Deliver your message in this unique online opportunity.



Top Tier Sponsorship Opportunities include:



- Brand ID on all print, broadcast and Internet events
- Cross-promotional sweepstakes to increase store traffic and drive product sales
- One month presence on the AMI Times Square billboard 'spectacular'
- Booth space in Olympia Expo
- Logo on all official Olympia souvenirs
- Commercial placement on Mr. Olympia video
- Access to ticket holder mailing list
- Prominent onstage signage throughout the event
- Prime advertising space in the official Olympia program
- Hosted VIP suite
- On-stage presenter of awards
- VIP seating at all events
- Test marketing areas to conduct focus groups, sampling, etc
- Sponsored seminars throughout the weekend.

**Top Sponsorship Packages Are Still Available.
For Information Contact:**

Chris Scardino 212-545-4876 e-mail cscardino@amilink.com
Laya P. Clark 818-595-0454 e-mail lpclark@amilink.com

Become a part of the team that will make bodybuilding history. Join us in presenting the all new Mr. Olympia.

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