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Terra-Flex Rubber Flooring Tiles to debut in “The Muscle Pit” at the Mr. Olympia Competition 2009.

Santa Ana, Calif., August 4, 2009 – Mr. Olympia, the famed bodybuilding competition that launched the careers of such stars as Lou Ferrigno and Arnold Schwarzenegger, will be taking place this year in Las Vegas, September 24-27, and it will be featuring Rubber-Cal Inc's newest product, Terra-Flex interlocking tiles.

Mr. Olympia is the championship title given to the victor of the bodybuilding competition at Joe Weider's Olympia Weekend, which is officiated by the International Federation of BodyBuilders (IFBB). The criteria for qualifying are quite strict, and as a result, the competitors are the best of the best. The competitors are judged on the symmetry, size, posture, proportion, and overall quality of their bodies. Because of its selectivity and fame, Mr. Olympia is considered by many to be the highest award that one can receive as a professional bodybuilder.

This year's Olympia Weekend will feature multiple other competitions including Ms. Olympia, grappling, and a strongest man competition. Furthermore, the weekend will feature a fitness and bodybuilding exposition, showcasing the finest in workout equipment, accessories, and supplies at the gigantic Las Vegas Convention Center.

Rubber-Cal's brand new interlocking rubber flooring, Terra-Flex, will be featured center-stage at the expo inside the Muscle Pit, where fans can workout alongside their favorite bodybuilding stars. Terra-Flex tiles are a premium grade rubber flooring options suitable for gym and fitness applications, and with the best bodybuilders in the world working out on top of the tiles, they are sure to be pushed to their physical limit. Terra-Flex tiles, Rubber-Cal's newest addition to its product line, are on the forefront of interlocking rubber flooring, featuring a woven rubber textured top surface, strong abrasion resistance, durability, and unparalleled aesthetics. Rubber-Cal Inc. will also have a booth at the event, allowing visitors to get up close and personal with their entire line of products including the Terra-Flex tiles.

For more information regarding Olympia Weekend, please visit the following address:

<http://www.mrolympia.com>

You can also visit Rubber-Cal's Terra-Flex product page at the following address:

http://www.rubbercal.com/Terra_Flex.html

For more information regarding this product, contact a Rubber-Cal representative at 1-800-370-9152 or

info@rubbercal.com.

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