

Name of Issuer:	Muscle Flex Inc.
Address of Issuer:	499 North Canon Drive, Suite 400 Beverly Hills, CA 90210
Shares Authorized:	300,000,000
Shares Outstanding:	224,127,675
Par Value:	\$0.001

**Muscle Flex, Inc.**  
**Balance Sheet**  
As of March 31, 2010

	<u>Mar 31, 2010</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Checking-WF #7499	2,118.32
PayPal Account	<u>908.92</u>
<b>Total Checking/Savings</b>	3,027.24
 <b>Accounts Receivable</b>	
Accounts Receivable	<u>222.35</u>
<b>Total Accounts Receivable</b>	222.35
 <b>Other Current Assets</b>	
Inventory	108,318.18
Petty Cash	1.69
Prepaid Expenses	<u>9,975.00</u>
<b>Total Other Current Assets</b>	<u>118,294.87</u>
 <b>Total Current Assets</b>	 121,544.46
 <b>Fixed Assets</b>	
Computers	3,079.47
Computers - Depreciation	-1,617.00
Furniture & Equipment	1,110.89
Furniture & Equipment - Depr.	-584.00
Manufacturing Molds	32,700.00
Manufacturing Molds-Deprec.	<u>-24,852.00</u>
<b>Total Fixed Assets</b>	9,837.36
 <b>Other Assets</b>	
Domain Name Asset	6,332.88
Domain Name Asset - Amortiz.	-70.00
Goodwill Assets	36,690.31
Goodwill Assets - Amortization	-32,283.36
Start Up Costs	350,000.00
Start Up Costs - Amortization	-60,278.00
Trademarks / Patents	20,414.94
Trademarks / Patents-Amortiz.	-1,557.00
Video Film & Media	440,487.66
Video Film & Media-Amortization	<u>-4,798.00</u>
<b>Total Other Assets</b>	<u>754,939.43</u>
 <b>TOTAL ASSETS</b>	 <u><u>886,321.25</u></u>

**LIABILITIES & EQUITY****Liabilities****Current Liabilities****Accounts Payable**

Accounts Payable	<u>27,638.58</u>
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<b>Total Accounts Payable</b>	<b>27,638.58</b>
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**Other Current Liabilities**

Payroll Liabilities	1,818.18
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Shareholder Loan	<u>539,388.45</u>
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<b>Total Other Current Liabilities</b>	<b><u>541,206.63</u></b>
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<b>Total Current Liabilities</b>	<b><u>568,845.21</u></b>
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<b>Total Liabilities</b>	<b>568,845.21</b>
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**Equity**

Common Class A	1,270,014.14
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Opening Balance Equity	40,733.75
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Paid-In Capital or Surplus	1,029,430.82
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Retained Earnings	-1,703,455.27
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Net Income	<u>-319,247.40</u>
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<b>Total Equity</b>	<b><u>317,476.04</u></b>
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<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u><u>886,321.25</u></u></b>
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**Muscle Flex, Inc.**  
**Profit & Loss**  
 January through March 2010

	<u>Jan - Mar 2010</u>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
Sales	8,927.73
<b>Total Income</b>	<u>8,927.73</u>
<b>Cost of Goods Sold</b>	
Apparel	4,711.98
Products	134.01
Shipping	336.51
Warehousing Costs	63.79
<b>Total COGS</b>	<u>5,246.29</u>
<b>Gross Profit</b>	3,681.44
<b>Expense</b>	
Advertising	192.81
Automobile Expenses	86.65
Banking Charges	1,860.66
Catering	1,628.26
Consulting Fees	39,600.00
Freight & Delivery	1,126.90
Go Daddy Internet	811.29
Insurance	1,252.27
Insurance - Liability	835.62
Legal & Professional Fees	49,654.00
Meals and Entertainment	457.89
News / Press	10,347.50
Office Expenses	140.09
Officers Pay	8,000.00
Payroll - Gross	16,000.00
Payroll Expenses	1,705.40
Postage	60.17
Promotional	159,700.86
Rent or Lease	13,050.00
Repair & Maintenance	580.00
Taxes - State	800.00
Telephone Expenses	1,936.82
Travel	2,382.79
Travel Meals	176.76
Utilities	580.15
Website	9,961.95
<b>Total Expense</b>	<u>322,928.84</u>
<b>Net Income</b>	<u><u>-319,247.40</u></u>

**Muscle Flex, Inc.**  
**Statement of Cash Flows**  
January through March 2010

	<u>Jan - Mar 2010</u>
<b>OPERATING ACTIVITIES</b>	
Net Income	-319,247.40
Adjustments to reconcile Net Income to net cash provided by operations:	
Inventory:Inventory	-1,070.65
Petty Cash	-0.60
Payroll Liabilities	-1,753.03
Shareholder Loan: Danny Alex	181,446.01
<b>Net cash provided by Operating Activities</b>	<u>-140,625.67</u>
<b>INVESTING ACTIVITIES</b>	
Trademarks / Patents	-830.00
Video Film & Media	-331,589.99
<b>Net cash provided by Investing Activities</b>	<u>-332,419.99</u>
<b>FINANCING ACTIVITIES</b>	
Common Class A	460,000.00
<b>Net cash provided by Financing Activities</b>	<u>460,000.00</u>
<b>Net cash increase for period</b>	-13,045.66
<b>Cash at beginning of period</b>	<u>16,072.90</u>
<b>Cash at end of period</b>	<u><u>3,027.24</u></u>

**Muscle Flex, Inc.**  
**Shareholder's Equity Statement**  
As of March 31, 2010  
Unaudited

	Shares	Amount	Paid-In Capital	Retnd Deficit	Total
<b>December 31, 2009</b>	199,229,759	810,014.14	1,029,430.82	(1,650,855.27)	188,589.69
<b>Shares Issued for Cash</b>	33,766,666	460,000.00			460,000.00
<b>Shares Issued for Services</b>	1,500,000				-
<b>Shares Cancelled</b>	(10,368,750)				-
<b>Correct Pre. Qtr-Contract Services</b>				(39,600.00)	(39,600.00)
<b>Correct Pre. Qtr-Officer Pay</b>				(13,000.00)	(13,000.00)
<b>Net Gain &lt;Loss&gt;</b>				(319,247.40)	(319,247.40)
<b>March 31, 2010</b>	224,127,675	1,270,014.14	1,029,430.82	(2,022,702.67)	276,742.29

The Company was incorporated in the State of Delaware December 26, 1996 under the name Teltran International Group Inc. On September 10, 2007, the Company changed its name to CelebDriect Inc. and then on October 1, 2008 changed its name to Muscle Flex Inc. Muscle Flex Inc. brings new products to market using direct response TV infomercials specializing in the health, fitness, wellness and hygiene sectors. As well, Muscle Flex Inc. develops and creates general television content for network and cable television distribution. The Corporate strategy is to develop new and innovative products for sale and distribution via our proprietary direct response marketing system and the creation of television shows and content.

## Note 2 Basis of Accounting

The accompanying financial statements present financial results on the accrual basis of accounting as required under the United States generally accepted accounting principles. All amounts are presented in United States dollars.

## Note 3 Summary of Significant Accounting Policies

### Cash Equivalents Policy:

For purposes of the statement of cash flows, the Company considers all highly liquid investments with an original maturity of three months or less to be cash equivalents.

### Fixed Assets:

Fixed assets are recorded at cost and are amortized on a declining balance basis. No amortization has been recorded to date.

### Intangible Asset:

Intangible Assets are recorded at cost and are amortized on a declining balance basis. No amortization has been recorded to date.

### Other Assets:

Other assets are recorded at cost and are amortized on a declining balance basis.

## Note 4 Fixed Assets

The components of other assets are as follows:

	Cost	Accumulated Amortization	2010 Net	2009 Net
Product	<u>\$ 36,890.36</u>	<u>\$ 24,852.00</u>	<u>\$ 9,837.36</u>	<u>\$ 9,837.36</u>

Fixed assets are amortized on a declining balance basis on a rate of 30% per annum

## Note 5 Intangible Assets

The components of Intangible assets are as follows:

	Cost	Accumulated Amortization	2010 Net	2009 Net
Organization Costs	<u>\$ 0.00</u>	<u>\$ 0.00</u>	<u>\$ 0.00</u>	<u>\$ 0.00</u>

Intangible assets are amortized on a declining balance basis on a rate of 10% per annum.

### **Note 6 Other Assets**

The components of other assets are as follows:

	Cost	Accumulated Amortization	2010 Net	2009 Net
Other Assets	<u>\$ 853,925.79</u>	<u>\$ 98,986.36</u>	<u>\$ 754,939.43</u>	<u>\$ 422,519.44</u>

### **Note 7 Due to Shareholders**

From time to time, the Company borrows from shareholders to accommodate cash flow requirements. These loans have no specific terms of repayment.

### **Note 8 Capital Structure**

At January 12, 2010, the Company had 300,000,000 shares of common stock authorized.

At March 31, 2010, the Company had 224,127,675 shares of \$0.001 par value common stock issued outstanding.

### **Note 9 Subsequent Events**

None Material

## Management Discussion

The first quarter of 2010, BRAVADA Muscle Flex grew its assets significantly within its TV and media properties. The Company continues to use its resources for the development of its asset base and utilize all of its resources to maximize shareholder return and at all times, minimize its salary base as well as its fixed costs. CEO Danny Alex did not take any portion of his salary and instead rolled it into a shareholder loan so the resources of the Company can go into the development of assets that derive cash flow.

In the first quarter of 2010, Muscle Flex Inc. began a number of new initiatives. These initiatives included a name change to BRAVADA as part of its "brand" restructuring to segment the component parts of its business. The name of the company is being changed to BRAVADA International Ltd from Muscle Flex Inc. with Muscle Flex® being the defining health and fitness brand within the company. With this brand organization, the BRAVADA brand (parent) business will be primarily that of health, fitness and lifestyle products and services designed with the average person's lifestyle in mind with an intended skew to women. The Muscle Flex Brand, which is to be a division with BRAVADA, will comprise the harder edge and hardcore forms of health and fitness. As well, BRAVADA Productions shall be organized as a division of BRAVADA to engage in its television and media development opportunities.

With this new alignment, BRAVADA Muscle Flex entered into a partnership agreement with Kim Kardashian for its Muscle Flex VATA Brasil Women's Sports and Activewear Collection. This alignment is designed for a number of reasons. It gives the BRAVADA brand an immediate national presence in developing the brand. As well, Kim Kardashian allows for a number of national promotional and awareness opportunities that will provide BRAVADA with an ongoing ability to develop the BRAVADA brand into a proposed brick and mortar retail opportunity.

Additionally in the first quarter of 2010, BRAVADA Muscle Flex began development of its TV reality show, The Complete Package™. The Complete Package was filmed on February 27 and 28 in Los Angeles with its partner TLK Fusion. BRAVADA completed the sizzle reel and began developing a relationship with a nationally based cable network.

The first quarter of 2010 saw BRAVADA take a number of its cash resources in the development of the BRAVADA brand and the deployment of The Complete Package into the marketplace. The online sales portion of the business began late in the quarter and a number of internet related developments ensued towards the end of March.

The company will continue to finance its activities through shareholder loans and will continue to raise additional capital to develop the BRAVADA, Muscle Flex and BRAVADA Productions brands. Until now the Company has relied exclusively on loans from shareholders to continue to capitalize the company and continue operations. Revenue from product sales has not off-set the amount of capital needed to bring these products to market and continue operations to date but the Company anticipates that avenues of revenue shall begin to increase as it continues to develop and monetize its brands. The Company will continue to raise additional capital either through continued debt instruments (Shareholder Loans or Convertible Debt Instruments) or the raising of additional funds through equity if additional capital is required.

Management has determined that each of the three BRAVADA brands will require additional capital to propel them into profitability. Management intends to reinvest revenues generated through sales of the products into sales and marketing as well as additional inventory.

Management is very cognizant of maintaining a very low fixed cost base to ensure viability of its business plan. The Company has no long term lease obligations and currently has only one employee. Some initial start up fees do apply for the implementation of each brand



Nearing the end of the 2009 fiscal year, Muscle Flex Inc. has determined that one additional employee shall be added that will oversee the logistics, accounting and daily requirements of facilitating the business activities of the company as products are deployed.

There is no significant product development or research and development costs expected in fiscal year 2010 as of right now. The Company has sourced adequate suppliers for all products and are consumer ready.

The business plan of BRAVADA Muscle Flex comes with a certain amount of uncertainties. It is impossible to determine the amount of sales that can and will be derived through the development of its brands. The current economic climate makes for a more challenging environment by which to procure adequate sales to make each brand profitable and generate positive cash-flow for the company. However, the lowered sales projections derived from a slower economic environment also brings benefits from lowered costs of developing each business segment. There is no way for the Company to know which, if any of its products, will and can generate positive cash-flow until products are deployed and promotional activities are allowed to see their full development. Consumer acceptance is a variable that is impossible to predict and the Company relies on the past performance of other related products and is a determining factor in selecting its product portfolio.

### **Legal Proceedings**

No Material Proceedings.

### **Defaults Upon Senior Securities**

None

## Share Issuance

During the 1<sup>st</sup> quarter of 2010, Muscle Flex Inc. cancelled and issued shares of class 'A' common stock to the following entities:

NAME	# OF SHARES
Gregg V. Phan	-1,750,000
Alison Martino	-25,000
Thomas Jones	-50,000
Eddie A. Dang	-5,043,750
Juan D. Garcia	-1,750,000
Robert N. Phan	-1,750,000
TOTAL SHARES CANCELLED	-10,368,750

NAME	# OF SHARES
Green Leaves Group, LLC	25,600,000
Danny Alex	3,666,666
Complete Advisory Holdings, LLC	1,500,000
Rio Sterling Holdings	4,500,000
TOTAL SHARES ISSUED	35,266,666

## Material Change

The Company has not entered into or has terminated any agreements or has any off balance sheet transactions that would result in a material change in the Company.

## Acquisition / Disposition of Assets

The Company has not disposed of any assets. The company bought image rights for marketing and brand name building.

## Company Bylaws

The Company has not amended or changed any of its Company Bylaws

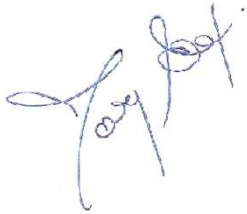
## Issuers Certification

The issuer shall include certifications by the Chief Executive Officer and Chief Financial Officer of the issuer (or any persons with different titles but having the same responsibilities)

I, Danny Alex certify that:

1. I have reviewed this Quarterly Disclosure Statement of Muscle Flex Inc.;
2. Based on my knowledge, this Disclosure Statement does not contain any untrue statement of material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which these statements were made, not misleading with respect to the period covered by this Disclosure Statement; and
3. Based on my knowledge, the financial statements, and other financial information included or incorporated by reference in this Disclosure Statement, fairly present in all material respects the financial condition, results of operations and cash flows of the issuer, as of, and for, the periods presented in this Disclosure Statement.

May 15, 2010

A handwritten signature in blue ink, appearing to read 'Danny Alex', is written over a horizontal line.

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Danny Alex  
President / CEO