

NEW YEAR'S FITNESS RESOLUTION? START AT THE CORE

GREENVILLE, SC – A strong core reduces the overall strain on our bodies in both everyday actions and physical activities. Stretch-A-Minute® (SAM), a ground-breaking fitness product, is designed to help the user build their core, achieving overall health and fitness.

“Several muscles make up our core,” says Michael Fluegge, SAM founder and inventor. “The benefits of using SAM include sculpted abs, a reduction in back pain and an increase in flexibility and balance. This results in a strong core.”

SAM works by providing motivating feedback. The audible built-in FIT timing system (Feedback at Start, Interval Identification, Time Complete Indicator), beeps sequentially every ten seconds for one minute until the exercise is complete.

“The FIT timing system ensures user compliance for maximum results,” says Fluegge. “We often do not hold stretches and exercises for the amount of time needed to see long-term results.

SAM is the first core fitness product to integrate isometric and isotonic conditioning. Highly recommended by health and fitness professionals, isometrics combines strength with endurance for optimal health.

For individuals with health and fitness New Year's resolutions, SAM's training regimen is an easy-to-use and maintain exercise program. Called ABBS (Abdominals, Back, Balance and Stretching), this regimen consists of more than 30 targeted exercises focused on strengthening, stretching, flexibility and balance.

SAM, the ABBS guide (hard copy and e-book) and its carrying case is priced at \$69.95. SAM and the ABBS e-book are priced at \$59.95.

About SAM

Stretch-A-Minute® (SAM) was invented by Michael Fluegge, a highly acclaimed personal trainer and body-builder. A personal workout coach, SAM provides audible timing feedback every time a new exercise is started. The benefits of SAM include: sculpted abs, a reduction in back pain, an increase in flexibility, better balance and a healthy lifestyle. For more information, to order a SAM or to learn about achieving better health through core fitness visit www.stretchamminute.com.

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