

BETTER HEALTH THROUGH CORE FITNESS
New Fitness Product Sculpts Abs, Alleviates Back Pain and Improves Flexibility

GREENVILLE, SC – Stretch-A-Minute® (SAM), a ground-breaking fitness product, has created a revolution in core fitness. Designed as a personalized work out coach, SAM's audible timing system ensures that a comprehensive training regimen is completed successfully.

“For years I had been assisting celebrities and general clients whose needs ranged from back ailments to weight loss to general conditioning,” stated Michael Fluegge, inventor of SAM and highly acclaimed personal trainer and body-builder. “It was always a challenge to make certain that my clients continued the exercises at home, so I invented SAM in order to build motivating feedback.”

The training regimen is called ABBS (Abdominals, Back, Balance and Stretching), which consists of more than 30 targeted exercises. The secret is in the built-in FIT timing system (**F**eedback at Start, **I**nterval Identification, **T**ime Complete Indicator). When the user starts the exercise SAM beeps and continues to beep sequentially every ten seconds for one minute until the exercise is complete. The benefits of SAM among users include: sculpted abs, a reduction in back pain, increased flexibility and balance and an overall rise in healthy lifestyles.

“SAM takes the monotony out of stretching simply with its timer that gives you something to shoot for,” states Fieldin Culbreth, a Major League Baseball Umpire.

Not only is SAM easy to use, but it is compact and light weight, which means it can be used anywhere. Janice Young, a certified Pilates instructor states that, “I believe SAM is the next best thing to being at the studio. Its highly mobile form factor is perfect for exercising at home and on the road.”

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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