

## **MICHAEL FLUEGGE, STRETCH-A-MINUTE® INVENTOR AND FOUNDER**

Better health through core fitness – that is the philosophy of Stretch-A-Minute's® (SAM) inventor and founder, Michael Fluegge. An acclaimed personal trainer and body-builder, Fluegge has worked with numerous celebrities and other clients to achieve their individual fitness needs ranging from back ailments and weight loss to general conditioning. His clientele has included Matt Geiger, a former NBA player, Fieldin Culbreth, a MLB Umpire and Eric Braeden, Victor Newman on The Young and the Restless.

“The challenge has always been to get my clients to continue the exercises at home, not just with me during personal training sessions,” says Fluegge. “I invented SAM in order to provide that motivating feedback at home, on the road and in the gym.”

Originally from Hamburg, Germany, Fluegge initially began his career in the fitness industry after playing competitive soccer for several years. As a competitive body-builder Fluegge won numerous awards including 2<sup>nd</sup> runner up at the Mr. Northern Germany Bodybuilding Contest in Hamburg, Germany, 2<sup>nd</sup> runner up in the Coast-to-Coast Bodybuilding Contest in Tampa, Fla. and winner of the Vision Cable Sommer Looks Modeling Contest in Tampa, Fla.

Fluegge is both passionate and committed to helping people live a better life. He believes that consistency is the most important aspect of individual fitness. “Providers and suppliers of weight loss products create false expectations for consumers,” says Fluegge. Although many consumers look for the ‘quick fix’ in health and weight loss, Fluegge developed SAM to serve as a tool that assists the user in achieving long-term health through core fitness. The benefits of SAM include: sculpted abs, a reduction in back pain and an increase in flexibility and balance.

### **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](http://www.stretchamminute.com).

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