



MEDIA RELEASE

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The Exercise Coach® Celebrates First Anniversary in Brookfield

Milwaukee, WI – December 8, 2021 — The Exercise Coach® is celebrating its first anniversary at its Brookfield, Wis. location this month. The fitness studio was opened by Kristine Staral in Galleria West in 2020 and has grown quickly.

The Smart 20 Fitness Method™, which is coach-led, is very efficient with two, 20-minute safe and effective workouts per week, which are powered by Exercise Coach's proprietary strength and interval technology. The result-driven concept is derived mostly after the 20 minute workout when the body is allowed to recover and adapt.

Kristine Staral, studio owner and certified exercise coach, said, "I'm excited to celebrate a year in business and the great results my clients have experienced in my studio. This concept came to me at the right time in my life, and I look forward to the future and the impact I can have on my clients lives. To be able to offer something that helps people live a meaningful, healthy, strong life means the world to me and my awesome team of trainers."

Many athletes, physicians, and researchers have stated that Smart 20 workouts are the pinnacle application of exercise science. All workouts are adapted to a client's individual ability and their program is completely data driven.

"I am now also co-owner of the Shorewood location, and I look forward to extending this concept to others with the opening of more locations in the greater Milwaukee area in the coming years," continued Staral.

The ideal exercise atmosphere requires focused and certified coaches. At The Exercise Coach, workouts are always guided by a caring, knowledgeable coach whose intent is to make every session as productive as possible. There is no guesswork as the coaches are trained to provide the right mix of friendly interaction and expert instruction. In addition to the intentional design of an uplifting environment, each Exercise Coach studio is outfitted with the most sophisticated strength-fitness technology in existence – Exerbotics®.

The Exercise Coach is located at Galleria West, 18900 W Bluemound Road, Suite 214, Brookfield, Wis. 53045. For more information, contact Kristine Staral at (call or text) 262-290-5947 or email at k.staral@exercisecoach.com. www.exercisecoach.com