



MEDIA RELEASE

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Kristine Staral, Owner of The Exercise Coach® Brookfield Becomes Co-Owner of The Exercise Coach® Shorewood

Milwaukee, WI – January 11, 2022 — Kristine Staral, owner of The Exercise Coach Brookfield has become the co-owner of The Exercise Coach location at 3565 N. Oakland Avenue, Shorewood, Wis. 53211.

The Exercise Coach has just celebrated its first anniversary at its Brookfield, Wis. location this past December. The fitness studio was opened by Kristine Staral in Galleria West in 2020 and has grown rapidly.

Kristine Staral said, “I’m looking forward to this business partnership with Kevin McKee, co-owner of The Exercise Coach Shorewood, to continue to build this business in Shorewood. I plan to open more locations in the greater Milwaukee area in the coming years.”

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.

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.

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 3565 N. Oakland Avenue, Shorewood, Wis. 53211 and 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