

## Max Muscle pumps up Oregon presence with Bend debut

by Bend\_Weekly\_News\_Sources

Sports nutrition chain opens first location in Bend; Plans call for 20-30 locations statewide in the next three years

Max Muscle, a national franchise in sports nutrition, weight loss and fitness, is "strong-arming" its way into the Oregon market with the opening of its first store in the state located at 2570 NE Windy Knolls Drive #110 in Bend.

This expansion into the Bend market is part of a regional growth plan that calls for 20-30 new locations in the next three years in Clark County, Washington and the state of Oregon, including Bend, Medford, Ashland, Eugene, Corvallis, Salem and the Portland metropolitan area.

"We are incredibly excited about our arrival in Bend," said Marc Kiekenapp, senior vice president of franchise development for Max Muscle. "As specialists in our segment, we look forward to offering the highest quality line of sports nutrition products and athletic gear to local customers."

Area resident Greg Jarmin has signed on as regional director with Max Muscle to help grow the brand in Oregon. With over 20 years experience in the sales and marketing industry, Jarmin has acquired the rights to develop markets throughout the state of Oregon and Clark County, Washington.

"Max Muscle continues to expand its brand in markets all across the country," Kiekenapp added. "We are very pleased to be working with Greg in developing the brand in the local market and building

upon our already strong history, rich heritage and loyal customer base.â€•

Max Muscle offers a diverse but integrated product mix of innovative nutritional supplements and fashionable athletic apparel that targets a broad consumer base with a true passion for fitness and health. Founded by athletes committed to living a healthy lifestyle gained from exercise and nutrition, Max Muscleâ€™s high quality line of sports nutrition products and custom athletic apparel has remained popular for over a decade.

â€œThe concept caters to every age, shape and size,â€• said Jarmin, who has been training youth soccer players for over 14 years. â€œWhether itâ€™s body-building, losing weight or simply a desire for a healthier lifestyle, Max Muscle provides the right products and services.â€•

Already a big player in the \$16 billion a year nutritional supplement market, Max Muscle has recently fueled interest in their development plans with the rollout of a modern, customer centric store design for franchise owners. The new store prototype centers on the â€œMax Muscle Information Centerâ€• featuring flat-screen televisions with an interactive library and on-line meal and nutritional planning software, infusing education and knowledge with leading edge technology and electronics.

As a destination business that locates strategically near health and athletic clubs, total investment costs for a Max Muscle franchise opportunity range from \$155,000-\$285,000 for a single unit. Max Muscle also sets up franchise owners for success with an industry-leading franchise development and support system, offering a comprehensive initial training program, ongoing marketing and field support, and top-to-bottom training.

About Max Muscle:

Launched in 2003, Max Muscle currently has more than 100 franchise locations operating across the United States, with 500 new franchises slated to open in the next five years. While the majority of Max Muscle locations are in California, the sports nutrition chain is aggressively targeting additional markets throughout the country, including California, Colorado, Arizona, Nevada, Oregon, Illinois, Minnesota, Pennsylvania, Missouri, Kansas, Kentucky, North and South Carolina, and Florida.

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