

Muscle Flex Is Focused On Designing Health, Fitness And Wellness Products And Selling Them By Getting People Excited About A Lifestyle Change Through Ads Seen On TV Using Direct Response Methodology

**Consumer Products
Health Fitness
(MFLI-OTCPK)**

Muscle Flex Inc.

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**Danny Alex
Founder and CEO**

BIO:

Danny Alex has over 30 years experience in the fitness business as well as 20 years of experience in business and the public markets idioms. Mr. Alex attended the University of Calgary where he majored in English and minored in Business. He also completed several advanced courses from the Canadian Securities Institute, which included the Canadian Securities Course (CSC), Derivatives Fundamentals Course (DFC), Future and Options Licensing Courses (FLC & OLC), Conduct and Practices Handbook (CPH) and a number of others.

In the mid 1990's, Mr. Alex was the founder of Revere Communications Inc. where he presided as Chairman / CEO and was a fully reporting issuer. He was responsible for macro operations, financial and corporate reporting which were both audited and management prepared. As well, Mr. Alex worked for a number of years as a Registered Investment Advisor (Broker), a Pro Trader in Equities, Options and Futures markets and a financial analyst assessing the fundamentals of individual companies, the economy and technical charts specifically for the United States markets. Mr. Alex has also engaged in venture finance activities which included the financial and business assessments of the entity considered.

At the age of 13, Danny Alex started in boxing / kickboxing and Greco Roman Wrestling and continued those pursuits till the age of 20. In addition, he was active in playing major hockey, soccer, baseball as well as a number of other team and individual sports. He has spent over 30 years in gym related activities with a strong emphasis on weight training, cardiovascular endurance as well as isometric exercises, flexibility and nutrition. Danny Alex's current athletic passions include weight training, flexibility, wakeboarding, wakesurfing, snowboarding and rollerblading. He has a passion for developing healthy fitness lifestyles for himself and others as well as developing new methods of personal development both physically and emotionally.

Company Profile:

Muscle Flex Inc. brings new products to market using direct response TV infomercials specializing in the health, fitness, wellness and hygiene sectors. In

addition, Muscle Flex Inc. develops and creates general television content for network and cable television distribution. Muscle Flex's corporate strategy is to develop new and innovative products for sale and distribution via its proprietary direct response marketing system and the creation of television shows and content.

Muscle Flex Inc. Founder and CEO Danny Alex, the pitchman and host of the 30-minute Muscle Flex® Home Fitness Machine infomercial, will also serve as host in all future health-orientated short-form infomercials. According to the Nielsen Company, "As Seen on TV" infomercials sales are up 9.2% from a year ago.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFOinterviews.com**

CEOCFO: Mr. Alex, what is the vision for Muscle Flex?

Mr. Alex: "The vision for Muscle Flex is designing health, fitness, and wellness products for anyone and getting people really excited about getting into the lifestyle choice around the health and fitness aspect of living. It is premised around the ad seen on TV, direct response methodology. Television is visual and it gets people excited. We really want to focus people in on the health and fitness aspect of products that are more exciting and better for people."

CEOCFO: Why do we need more health and fitness products?

Mr. Alex: "It is not that we need more products, we need better products. What we have seen over the last number of years is that there is entertainment value to what we see on TV. However, most of

the things that we see on TV just are not at the quality that they think they get. My mom buys some of these things on TV, and she has five or six fitness machines that she keeps off to the side or in the garage, but I think now she is just trying to give them away. It is one of those things where health and fitness is about giving high-quality good products that have an impact on people's lives. We don't want to use TV as just a way to sell products; we want to use the whole TV medium with direct response to sell good products that deliver high quality that have a real impact on people's lives."

CEOCFO: What products do you have in the works?

Mr. Alex: "Our first product we are putting out is a device called the Vitamin Buddy, which is all about those of us who take our vitamins and people who are on prescriptions. One of the biggest problems in maintaining vitamins or prescriptions is taking them on time, it is an old problem and we have a solution that we are putting out there with a product that is very simple and easy for people to use. It is a vitamin pill timer box that is portable and compact. It is a personal carrying device that allows you to take your vitamins or prescriptions on the go. It is perfect for the elderly, for kids going to school, on camping trips, or hiking. You can take your prescription with you and have the Vitamin Buddy system tell you when it is time to take them. It is just one of those things that allows us to have the consistency with those products and takes our minds off of trying to regulate those with our routine. The other item that we have and have been working on for the last two years is a Muscle Flex® Home Fitness Machine. We did initial tests about a year ago and it is an incredible products. It takes fitness to a whole different level. It is strength, cardio and flexibility all put into one. We are making a couple of different changes and refinements onto it and we are going to have that in about thirty infomercials late this year, early next year. That is the other larger project that we have on the precipice of getting up to the market."

CEOCFO: What is different about your Muscle Flex Home Fitness Machine?

Mr. Alex: "Our Muscle Flex Home Fitness Machine is different because it delivers results. However, the most significant difference is that in everything that we do, our hips and our legs the motion is going front to back, front to back, and as we age the biggest defining problem that people have is we start to lose motion and range of motion in the hip structure, and hip structure is connected to the core muscles, lower spine. The Muscle Flex has resistance out, resistance in, so you are flexing out laterally and pushing your legs out and then the resistance is bending your legs back in. What that does is create a cardio exercise, but more importantly, it allows the hips to start opening up, it is like taking the rust out of the hips. I guarantee (and people absolutely fell in love with it) that they will feel ten

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years younger in a week with the Muscle Flex. You lose weight, build flexibility and muscle strength. You feel like you never felt before because you are actually opening up the hip structure, working on those core muscles and getting the whole body engaged in a full exercise routine that the body never gets exposed to which is opening up the hips laterally. We are kind of running or running laterally, it is absolutely wonderful."

CEOCFO: Direct response, through TV infomercials, is sometimes seen in a negative light, so will you address the customer service area and how you will be different?

Mr. Alex: "That is a big thing and that is why with Muscle Flex we are coming out with a whole different way and approach. The key thing is being real and not coming up with gimmicks and flashy Hollywood production. Let's be real, have per-

sonality, and have real products and real people do real things at real prices. Those are the things that we try to do with our products. It has come to the point where people and a big part of the industry have tried to extend and push sales out by lowering quality, which lowers the price and allows you to increase your margins. However, in lowering the price and becoming an assembly line, they spend more money with Hollywood hair blowing and perfect camera angles; they spend more money on flashy infomercials than they do on the product and the efficiency for the end user, which is the real key. We are going out there in real time for real people, getting people excited and hopefully delivering a real value. We are getting people excited, especially on the fitness and health side of things. It is not about exposing them to flashy and pretty pictures. It is about showing people how they can incorporate health and fitness ideas and lifestyle ideas into their lives because we are all busy. How do we do that? We do that by keeping it real, which is the important thing."

CEOCFO: How do you find your products and decide what you are going present?

Mr. Alex: "The most important thing is deciding problem we are trying to address. There really has to be a focal point

that a product is going to address. From that we take an idea, sometimes products come to us and we take a look at what it is trying to fit in terms of someone's lifestyle. More importantly, we take a look at peoples lives and make the assumption that everyone's lives are busy, how do we make the small lifestyle imprints that start changing someone's life. In addition, it has to be simple to start and a way that everyone can get involved in terms of whatever that product is delivering. We don't want to reeducate people under a whole new product. We want to get people to participate slowly in various health aspects of the product that we put out. It is lifestyle questions, they have to address lifestyle problems or make that lifestyle better for the person."

CEOCFO: A lot of Muscle Flex is about you, Danny Alex; how did you get this

mission and the caring aspect of what you are trying to do as well as the business side?

Mr. Alex: “I started off in fitness when I was very young. I was playing hockey when I was nine years old in hockey, I also did boxing and kick boxing when I was thirteen years old, which got me into the gym, stretching, and doing physical fitness and strength training. So exercise and going to the gym is a lifestyle thing for me. Now at 41, I go out there with twenty year olds’ and I have never felt better. Then you start thinking, how can you apply this to other people around me? My father passed away and that was one of those key moments in your life that make you think that maybe there is a greater good or a benefit where you can show people simple ways that they can start bettering their lives through health and fitness products; there is no better or easier way. People are always asking me how they can start doing this in their lives. Well it is little simple steps. If we can let people start engaging the small simple steps, you make that dramatic change in everyone’s life as they start to feel better. Therefore, I can get other people going with that and that makes me feel fantastic knowing we have a positive impact on peoples lives.”

CEOCFO: What is the financial picture for Muscle Flex?

Mr. Alex: “The most important thing in any business is their fixed cost structure. Take a look at those financial obligations that during rough times those are the things that you really need to be careful with in terms of operating a company. So we are very careful and the important thing in terms of overhead cost, you keep that to a minimum. This is because there are two things that is important to the shareholder, dilution or no dilution of a stock and retained earning. If a company is growing off of profitability standpoint in terms of free cash flow, then you can start to look at projecting forward numbers, forward multiples, on an earnings per share basis. That is the key. Most shareholders are scared that there is a massive amount of dilution that comes with small companies, and that is where we want to limit and very carefully direction our fixed cost structure. The way that we do things is in terms of putting everything out in a third party volume based scenario and all of our backend operations allows us to deploy products very cost effectively. Therefore, we don’t really see a need short term to have to issue any more stock or raise more capital or have more dilution in terms of our stock to deploy the products that we are currently looking at doing. That is key. It is that on the dilution side of thing, you are not going to go and all of a sudden the share count has just doubled, because the company has to raise money. We

think that we have sufficient resources on hand that we can put our products out and generate and make a good company.”

CEOCFO: Sum it up for potential investors; why does Muscle Flex stand out?

Mr. Alex: “Muscle Flex stands out because we are so keenly aware that if I take a look at other companies and their burn rate, how much they are paying out in salaries and the number of employees that they have. We look at on a quarterly basis, how much money is going out the door for other companies. There are no big salaries in this company. The first year I actually worked without a salary. It is critical that when a company starts to cash flow that all of the ingredients in terms of a company maximizing its resources are taken care of, so that the company is not just an incubator for a lot of salaries. We are different because we are different as people, and from that we will do good things and as a company. We want to have cash flow. That is our number-one thing. We want to show a bottom line, we want profitability and we want to grow off of our free cash flow. That really is a key thing, a differentiator with Muscle Flex. It is also that I, Danny Alex as CEO understand those things, in terms of growing a company that is predicated upon retained earnings and getting free cash flow derived from operations.”



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