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FOR IMMEDIATE RELEASE: October 6, 2017

Press Release: US Cryotherapy™ announces a second franchise location opening in Ohio. *Franchise owners of the Dayton, OH center expand US Cryotherapy to Columbus.*

(Columbus, OH) – US Cryotherapy franchise owner James Recob will open the doors to his second US Cryotherapy location in Columbus, OH this weekend, **October 7, 2017** at 1001 W 5th Ave Columbus OH 43212. The center is the 15th location open under the US Cryotherapy brand in the US with 5 other locations slated for opening early this quarter. Recob also owns and operates a location in Dayton, OH opened in mid-2016.

The cold air therapy wellness center offers a unique, convenient, and energizing new concept that promotes faster recovery and better health.



Whole Body Cryotherapy (WBC) offered by US Cryotherapy is exposure to subzero temperatures in a walk-in chamber environment using refrigerated cold air with no use of hazardous liquid nitrogen. The entire body is exposed (including chest, neck, and head during the short duration session which uniformly cools the entire body). The “cold shock” stimulates skin sensors, activating a Central Nervous System (CNS) response, which causes the release of endorphins, the body's natural pain inhibitors and mood elevators, accelerating recovery while elevating mood and energy. Elite athletes, professional sports teams, and the public have adopted Whole Body Cryotherapy treatments as a holistic new way to treat the body via stimulating self-repair while energizing the body and mind. US Cryotherapy is treating over 15,000 customers monthly to whole body health and recoveries nationwide. The Columbus center will also offer localized cold air spot treatments, facial rejuvenation, Normatec compression, Infrared Sauna, and Cupping to provide the most advanced recovery concepts within a holistic wellness center.

“We look forward to providing the Community of Columbus the most advanced modalities for whole body health and rapid recovery; the core of our services being the only true whole-body cryotherapy system in the market”, said James Recob, Franchise owner. “We hope to quickly replicate the awareness and outcomes we have been providing the Dayton community for just over a year now. The results and testimonials there have been amazing for our staff to be a part of and our customers to experience”, added Recob.



“US Cryotherapy leads the industry and is the brand people trust in Cryotherapy”, said Kevin Kramer, CEO of US Cryotherapy. “When you walk into one of our centers, you get consistency in core values of quality services, phenomenal customer care, superior safety, and a full explanation of the physiological process and benefits. Most importantly, you get value-based pricing which is critical for consumers to make this a part of their weekly routine; it becomes a Lifestyle improvement to utilize our holistic whole-body health centers”, Kramer added. “We are growing substantially as the model of excellence because we take care of your recoveries. That infers we help people recover, repair, and rejuvenate naturally and better than any of our nitrogen competitors, with a huge emphasis on more safely. We place extreme value in our services model in tracking every treatment, following every safety procedure, and training every employee consistently so the customer feels taken care of at a US Cryotherapy center in every way,” concluded Kramer.

US Cryotherapy Columbus is located at: 1001 W 5th Ave Columbus OH 43212. US Cryotherapy Dayton at: 101 East Alex-Bell Road, Suite 157 Dayton, OH. More information can be found on both locations at: <http://www.uscryotherapy.com/locations-list/>

About US Cryotherapy: US Cryotherapy™ is a cold air therapy & equipment company based in the Sacramento, CA area. They operate Company owned wellness and recovery centers in Roseville and Davis, CA, Scottsdale AZ, and Redondo Beach CA (at Velocity Sports Performance). The Franchising Division currently has 11 open locations with various new centers opening around the country opening throughout 2017. US Cryotherapy introduced Whole Body Cryotherapy (WBC) to the United States creating the market in 2011, was the first and remains the only company offering whole body, walk-in chamber therapy using **no liquid nitrogen** for cooling. The C4 systems accommodate up to four people in the chamber per session and are all-electric refrigerated cold fresh air. There are documented advantages in areas of: safety, outcomes, and convenience using US Cryotherapy systems. US Cryotherapy has become a global leader in WBC having administered more than 650,000 treatments since 2011 in multiple locations throughout the US, averaging an estimated 15,000 customer visits per month across the US and growing, with exceptional safety, service, and customer experience reviews. US Cryotherapy contract manufactures its proprietary equipment in the US and directly sells equipment to various independent medical groups, sports teams, NCAA, and for home use as well.

US Cryotherapy is owned and operated by the Kramer family. US Cryotherapy's Corporate Offices are located at 1490 Drew Ave, Suite 110 Davis, CA 95618. # 866-279-2796 www.uscryotherapy.com For more information.