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**Press Release:** *US Cryotherapy™ is excited to announce the launch of its first C4 large franchise location in Dayton, Ohio opening to the public on August 13, 2016.*

**(Dayton, OH)** – US Cryotherapy Franchisee James Recob will open the US Cryotherapy Dayton doors to the public in a Grand Opening on Saturday, August 13 at 101 E Alex Bell Road, Dayton, OH 45459 in the Cross Pointe Center just off of I-675. The cold air therapy wellness center offers a unique new way to cool and heal a person's body. 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 liquid nitrogen. The entire body is exposed (including chest, neck, and head during the short



duration session). Extreme cold 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, and can accelerate recovery benefits while elevating mood and energy. Whole Body Cryotherapy treatments have been adopted by elite athletes, pro teams, and the general public as a holistic new way to treat the body. The center will also offer localized cold air treatments and a Hydromassage bed option.

“We are excited to open the first US Cryotherapy C4 large system franchise, and offer the first whole body (non-nitrogen system) in Ohio”, stated James Recob, Founder of the Franchise. “Being active in the Crossfit community here, we are all very aware of the new approaches to accelerating personal recoveries. The US Cryotherapy system is the safest, most complete alternative care center model in the market and the only option we pursued after discovering in early 2015 their equipment, services and

outstanding reputation. We are proud to open this location with a 4-person walk-in chamber which enables us to treat a high volume of people at sustainable price points for long-term recovery and general healthcare support of our clientele. We plan to open multiple franchise locations throughout this region and educate consumers on the benefits of whole body cryotherapy as a lifestyle addition; in particular using the walk-in non-nitrogen systems which have so many advantages over what they may have previously seen or experienced in the saunas,” concluded Recob.

“The whole body cryotherapy awareness has grown exponentially over the past 18 months. As consumers and potential new business owners become educated on this technology (factoring safety, treatment experience, operating costs, and consumer value), our retail business model has thrived while independent operators/owners using nitrogen based systems have not,” offered Kevin Kramer, Co-owner and Chief Executive Officer of US Cryotherapy. “The Dayton Franchise is the first C4 (large 4-person chamber model) opening of many to follow this year. We have three to four centers per month scheduled through the end of 2016, and by this time next year, plan to have over 40 locations available nationwide where consumers can walk in and receive the trusted US Cryotherapy services we have become known for. Much like the way the European market grew in the late 2000’s when we found the technology, the electric walk-in systems were the primary systems used in the clinics and are the predominant systems in use in the retail spaces as that market has become fully educated on the treatment benefits and safety profiles of the competing types of equipment. There are very few forced air nitrogen saunas with head and shoulders unexposed in use in countries outside of the US,” concluded Kramer.

US Cryotherapy Dayton, OH is located at: 101 E Alex Bell Road, Suite 157. Hours of operation, pricing, and other information can be found at: <http://www.uscryotherapy.com/locations/dayton/>

#### **About US Cryotherapy:**

US Cryotherapy™ is a cold air therapy & device company based in the Sacramento, CA area. They operate company owned treatment centers in Roseville, CA and Davis, CA. with new locations (corporate or franchisee centers) planned in various locations around the country expanding rapidly.

US Cryotherapy was the first and remains the only company in the US offering whole body, walk-in chamber therapy using no liquid nitrogen for cooling. Their 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 equipment. They are a global leader in WBC having administered more than 400,000 treatments since 2011 in multiple locations throughout the US.

US Cryotherapy is owned and operated by the Kramer family. US Cryotherapy's flagship center is located at 8200 Sierra College Blvd, Roseville, CA. [www.uscryotherapy.com](http://www.uscryotherapy.com)

For more information regarding US Cryotherapy, contact Kevin Kramer – CEO, at [kkramer@uscryotherapy.com](mailto:kkramer@uscryotherapy.com), or call 707-301-7690.