

For more information

Contact: Kevin Kramer, Chief Operating Officer

Cell: 707-301-7690

Email: kkramer@uscryotherapy.com

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Press Release: *US Cryotherapy™ opens Florida's first whole body cryotherapy Franchise in Naples. The center is the first and only in the state using all-electric refrigerated cold air equipment; no liquid nitrogen used in this all-natural wellness center.*

(Naples, FL) – US Cryotherapy Franchisee's Roger and Michelle Nolan opened their doors to the public Monday. The cold therapy wellness center offers a unique new way to cool and heal a person's body. Cold therapy has been used for decades to treat pain, inflammation, and aide recovery from injury and other ailments. Whole Body Cryotherapy (WBC) offered by US Cryotherapy is exposure to subzero temperatures in a walk-in chamber environment using refrigerated cold air. 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, which can accelerate recovery benefits. 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.

WBC is becoming nationally well-documented as being used for the daily management of pain, inflammation, energy, and stress related conditions. There are over 220 studies posted on the National Institute of Health using this type of equipment (walk-in, refrigerated cold air, non-nitrogen cooled, whole body chambers).

“We first became passionate about electric cold air therapy as customers” stated Michelle Nolan, Co-Founder and Managing Partner of the Naples Franchise. “After finding our experience was being shared by people throughout the world, we looked for a business partner who shared our passion and desire to focus on safety and efficacy.” Roger Nolan, Co-Founder and Managing Partner of the Naples Franchise added, “A thorough evaluation of the leading technologies, business models, and organizations led us directly to the Kramer family and US Cryotherapy. Their experience in the industry is surpassed only by their desire to be great stewards of an emerging technology that is helping people live better lives. They established the initial US treatment center in Roseville, CA in 2011 and have several new locations underway. We have worked with the Kramer's to co-develop a small franchise



www.uscryotherapy.com

8200 Sierra College Blvd., Suite C, Roseville, CA 95661 • (916) 788•CRYO • Fax (916) 780•2796

2191 Cowell Blvd., Suite C, Davis, CA 95616 • (530) 757•CRYO

system wellness center model that lends itself well to consumer, medical, athletic and professional centers in small and mid-sized settings.”

“We have grown in the US very organically with the pillars of safe and studied equipment and processes.” offered Kevin Kramer, Co-owner and Chief Operating Officer of US Cryotherapy. “We have looked for strategic partners to expand centers like ours, and we have found them in the Nolan’s. We have administered over 350,000 treatments – more than anyone in the world – in our two locations in CA over 4 years without incident. We are now expanding around the country as the services model leader and the only center and system franchisor in this space. Our brand is an important model to experience when seeking value, outcomes, and safety. We are very unlike the nitrogen sauna competition, you should visit and experience the technology for yourself to evaluate.” concluded Kramer.

About US Cryotherapy:

US Cryotherapy™ is a cold air therapy & device company based in the Sacramento, CA area. We have 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 non-forced air cooling and no liquid nitrogen for cooling. Our systems accommodate up to four people in the chamber per session and are all electric refrigerated cold fresh air. We have documented advantages in areas of: safety, outcomes, and convenience. We are the global leader in WBC having administered more than 350,000 treatments since 2011.

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

For more information regarding US Cryotherapy, contact Kevin Kramer – COO, at kkramer@uscryotherapy.com, or call 707-301-7690

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