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Press Release: *US Cryotherapy™ welcomes a new franchise location to its growing network; Santa Maria now open to the public.*

(Santa Maria, CA) – US Cryotherapy Franchisee’s John Letters, Ryan Zierman, and Matt Knowlson opened their doors to the public on Friday at 2345 South Broadway in Santa Maria, CA. 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.



“We are excited to open the first of our franchise centers in Santa Maria, CA” stated John Letters, Founder of the Santa Maria US Cryotherapy Franchise. “Our ownership group is comprised of very active and athletic oriented individuals, and we place a significant value on the recovery process. We searched for the right business opportunity to bring cryotherapy to the public and were very satisfied to find and partner with US Cryotherapy Franchising to do so”, concluded Letters.

“We continue to expand our industry leading services brand around the country,” offered Todd Kramer, Co-owner and Corporate Operations Director of US Cryotherapy. “This center is the second of over 20 planned to open in the US this year. The Santa Maria team of owners and employees bring passion and business experience to our brand; this is the top attribute we look for in a franchisee as we aim to be a high-level partner with our owners. We are not interested in dropping these



centers in around the nation randomly, but ensuring a proven level of success by replicating our services, model, and track record of our company owned locations.” concluded Kramer.

US Cryotherapy Santa Maria, CA is located at 2345 South Broadway. Hours of operation, pricing, and other information can be found at: <http://www.uscryotherapy.com/locations/santamaria> or <https://www.facebook.com/uscryosantamaria>.

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 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

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