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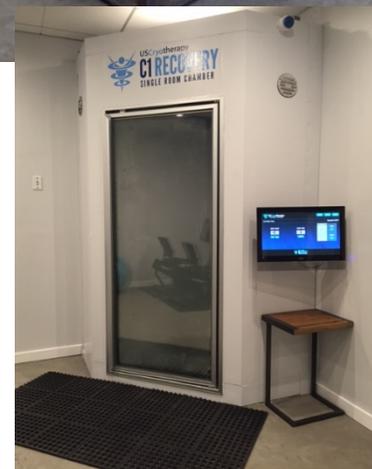
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**FOR IMMEDIATE RELEASE: September 16, 2016**

**Press Release:** *US Cryotherapy™ announces its latest C1 franchise; Studio City, CA opened September 6, 2016.*

**(Studio City, CA)** – US Cryotherapy Franchisee co-owners Patty Reid and Susan Sagheb opened their US Cryotherapy Studio City center to the public on September 6, 2016 at 11404 Ventura Blvd. Studio City, CA 91604. The center is the latest C1 franchise center opening under US Cryotherapy in the US. The cold air therapy wellness center offers a unique, convenient, and energizing new therapy 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 liquid nitrogen. The entire body is exposed (including chest, neck, and head during the short duration session). The 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, accelerating recovery while elevating mood and energy. Elite athletes, professional sports teams, and increasingly, the general public have adopted Whole Body Cryotherapy treatments as a holistic new way to treat the body and feel great in the process. The center will also offer localized cold air treatments and facial rejuvenation.

“We have been eager to open a US Cryotherapy center in the Los Angeles area,” stated Patty Reid. “I’m not only an owner, I’m a long time believer in and user of Whole Body Cryotherapy,” Reid said. “People in Los Angeles are starting to embrace cryotherapy,” added Susan Sagheb. “We couldn’t be more excited to be part of the US Cryotherapy family and brand,” Sagheb said. “Our goal is to share the



benefits and fun of Cryotherapy as a lifestyle addition to our fellow Southern Californians”.

“We have been expanding with two or three new centers per month”, said Kevin Kramer, CEO & Co-Owner of US Cryotherapy. “Patty and Susan are great additions to our team because they have a solid business acumen and they had experience with the nitrogen systems in Los Angeles as customers. US Cryotherapy started Whole Body Cryotherapy in the US in 2011 and have successfully been treating customers for over 5 years with over 400,000 treatments administered. Our equipment uses no nitrogen for cooling, we have fresh air walk-in refrigerated systems. This is the technology used in studies done in Europe as the foundation and science behind the treatment and outcomes,” concluded Kramer.

**US Cryotherapy Studio City is located at:** 11404 Ventura Blvd. Studio City, CA 91604. Contact them at 844.317.8541. Hours of operation, pricing, and other information can be found at: <http://www.uscryotherapy.com/locations/studio-city-ca/>

#### **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