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Press Release: US Cryotherapy™ announces new franchise location opening in Tucson, AZ. *Local owners set to open to the public Tuesday, Oct 10.*

(Tucson, AZ) – US Cryotherapy franchise owners Ray and Shele Rede will open their doors to the public, **October 10, 2017** at 5575 East River Road Suite 131 Tucson AZ, 85750. The center is the 16th location open under the US Cryotherapy brand in the US with 4 new locations slated to open early this quarter.

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 Tucson center will also offer localized cold air spot treatments, facial rejuvenation, and Normatec compression, to provide some of the most advanced recovery concepts within a holistic wellness center.

“Shele and I have known the Kramer family for years and followed the progress of US Cryotherapy”, commented Ray Rede. The Kramer’s founded US Cryotherapy and pioneered the new alternative healthcare market segment in the US in 2011. “As a former executive in Healthcare, I see a tremendous opportunity to change the landscape with this novel and holistic modality which is outstanding for recoveries and whole body wellness” added Rede. The core of services offered at US Cryotherapy feature the only true whole-body cryotherapy system in the market, using no liquid nitrogen gas. The competitor saunas which do use nitrogen, are not whole-body, and have a mounting number of reported hazards. “The cool thing that we do, pun intended, is offer recoveries to the masses, with

ability to treat 4-5 people every 3-minutes in our chamber. Our model is designed for maximum safety, convenience, outcomes, and most importantly, the budget of the consumer,” concluded Rede.

“Every new location we open around the country finds users of the inferior nitrogen sauna systems migrating to our centers because of the Lifestyle value and better whole-body recoveries”, said Kevin Kramer, CEO of US Cryotherapy. “When you visit our centers, you can sense the 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 enhancement to utilize our holistic whole-body health centers”, Kramer added. “We are the model of excellence because we take care of your recoveries. We help people repair and rejuvenate naturally, better than the nitrogen sauna centers, with a huge emphasis on more safely. We place extreme value in our services model in making sure the customer feels taken care of at a US Cryotherapy center in every way,” concluded Kramer.

US Cryotherapy Tucson is located at: 5575 East River Road Suite 131 Tucson AZ, 85750. More information can be found on the Tucson location 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 12 open locations with various new centers opening around the country 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.