



US Cryotherapy Emerges the Leader in the Whole Body Cryotherapy Market; Made in the USA



US Cryotherapy C1 Recovery - Single Room Chamber in its first small Franchise location in Naples, FL (above)

Davis, CA – February 25, 2016 – US Cryotherapy released a statement today regarding cryotherapy market trends and its substantial growth position for 2016.

Whole body cryotherapy (WBC) has grown in popularity in the United States over the past four years. It can be found in many cities and many professional and collegiate sports team training rooms.

WBC is now being used by a wide variety of people including athletes, those interested in healthy living, and people with chronic or acute pain. Users seek faster recoveries and better health with a boost of endorphins. The process is designed to reduce whole body skin temperature uniformly between 35-45 degrees during short duration cold air exposure, which results in enhanced circulation and can improve general wellness.

The market can be segmented into two groups, the liquid nitrogen or cryosauna operators and distributors, and the electric refrigeration walk-in chamber technology offered by US Cryotherapy. “We were the pioneer WBC company back in 2011 with our first center in Roseville, CA,” stated Kevin Kramer US Cryotherapy Co-Owner and Chief Operating

Officer. “We have successfully administered over 400,000 sessions at our two company owned stores and first franchise location over the past 5 years with great customer results and zero adverse events.”

US Cryotherapy feels customers, business operators and buyers are now shifting to their model of running profitable centers with extreme advantages in equipment safety, low fixed operating expenses, low maintenance requirements, and no user handling or client exposures to harmful chemicals or gases.

“The key to our model is highly proven equipment,” said Kramer, “Every study seen on the National Institute of Health Pub Med has been done in walk-in ambient room temperatures of (-110 C), not in forced air cooling tanks which have inconsistently reported temperatures from -166F to -300F. This shift has materialized in the wake of market misinformation coming to a head with scrutiny related to the nitrogen cooled products,” added Kramer.



Client controlled products test lab at CryoBuilt in Sacramento, CA

US Cryotherapy recently announced its US-based manufacturing, install and service functions now in full operation. They produce 2 chamber systems (a single and 2-room refrigerated walk-in unit which can process up to 60 people per hour) with partner CryoBuilt, located in Sacramento, CA. "We spent the majority of 2015 building a unique refrigeration walk-in system from the ground up for US Cryotherapy," commented Sam Wilson, President & CEO of CryoBuilt, "Our systems are now in the marketplace and have exceeded all of our expectations. We are scaled up to mass produce equipment and keep up with the high demand for national franchising and direct sales," added Wilson.

US Cryotherapy directly sells equipment, has a franchising division with 12 FDD state approvals and a national SBA 7(a) preferred franchisor status. "To our knowledge, and a search of state approvals, we are the only company approved by any state to franchise a cryotherapy center," said Kramer. "Our system is turnkey and profitable as we focus on customer service, outcomes, and capacity to do high volume traffic. Anyone with aches and pains should be able to try it and include it in their monthly recovery routine. We avoid the novelty based approach. It is not uncommon on a busy day for us to see 250 people come through our centers," Kramer added. US Cryotherapy reports nearly 20 new locations are planned to launch in 2016, a combination of franchise and company owned centers. "We look forward to significant growth in 2016 and beyond as a return on the infrastructure we have built and the concept we have proven over the past four plus years," concluded Kramer.

US Cryotherapy provides various cold air treatments to its clients to enhance their general wellness and improve recoveries at locations expanding across the country. The clientele suffers from chronic or acute pain and inflammation or seek faster recoveries. US Cryotherapy is also a products business, selling chambers and related cold therapy equipment to sports programs, gyms and fitness centers, and individual users for home use throughout the United States, in addition to franchising its retail services systems.



Cooling engine production line

For more information:

Contact: Kevin Kramer, Chief Operating Officer

Cell: 866-279-2796 ext 11

Email: kkramer@uscryotherapy.com

For Immediate Release: February 25, 2016