

## GAME READY INC. CORPORATE FACT SHEET

### BUSINESS

Based in Berkeley, Calif., and founded in 1998 CoolSystems, makers of Game Ready, manufactures cold and compression therapy systems. The systems provide intermittent compression while simultaneously delivering dry, cold therapy when applied to the affected area. The system can be operated with simple training, and with its patented anatomic wraps, adjustable temperature and compression levels, and its portable design, can be incorporated into a multitude of treatment protocols.

### HOW THE SYSTEM WORKS

Fill the control unit with ice and water. Secure the appropriate body-part-specific wrap firmly around the injured area. Attach the wrap to the control unit via a connector hose, select one of four compression levels (including the option of no compression), choose a temperature range, and set the timer. Each dual-action wrap features an inner chamber for circulating ice water to deliver adjustable cold therapy and a separate outer chamber where air is pumped to provide intermittent compression.

### WHY THE SYSTEM WORKS

RICE (Rest, Ice, Compression, Elevation) has long been used to treat acute and chronic injury and assist in orthopedic surgery rehabilitation. Game Ready and Game Ready Equine conveniently and simultaneously apply the two elements of RICE that are hardest to manage – ice and compression. With its anatomically-designed wraps, the system delivers circumferential, dry cold therapy to most major joints, without the mess of ice.

### WHO SHOULD USE IT

Game Ready and Game Ready Equine can help:

- Athletes, active people and surgery patients – who want to play an active role in their recovery from musculoskeletal injury or in their post-operative rehabilitation.
- Medical professionals – Orthopedic surgeons, physical therapists and athletic trainers who want to make it easier for patients and athletes to administer two important components of their post-operative or injury treatment protocol. Orthopedic surgeons prescribe Game Ready for patients as part of their post-operative care, typically as a two-week rental.
- Veterinarians, trainers and riders – who want to treat soft tissue injuries such as bowed tendons, tendonitis, suspensory desmitis and carpalis.

### CUSTOMERS

Hundreds of professional teams and universities rely on Game Ready, as do the more than 600 pro athletes who have purchased their own systems. In addition, the U.S. Olympic Training Centers, Navy SEALs and top conditioning facilities across the country are Game Ready fans. Game Ready treatments are available at physical therapy clinics nationwide, and a growing number of orthopedic surgeons are prescribing Game Ready rentals as part of their post-operative treatment plans. Game Ready Equine systems can be found in top equine vet clinics, and are being used by champion trainers and competitive riders.

### HISTORY

As a designer for NASA and an inductee in the U.S. Space Foundation's Hall of Fame, Game Ready's founder helped pioneer the technology that controls pressure and temperature within spacesuits. He founded CoolSystems Inc. (makers of Game Ready) in 1998 with the belief that the principles of spacesuit technology could be used to develop an injury treatment system. The company consulted athletes, athletic trainers and doctors as it moved into the realm of sports medicine. Early prototypes were tested and designed with feedback from pro trainers and NBA and NFL players, including Jerry Rice and Steve Young. In 2002, Game Ready launched the first portable system that simultaneously delivers intermittent compression and adjustable cold therapy. Working with leading vets, trainers, and the U.S. Equestrian Team, the company expanded into the equine market in 2004, taking its core technology and creating a dry cold and active compression system for four-legged athletes.

### CONTACT

Martha Shaughnessy at Atomic Public Relations, 415.402.0230 or [martha@atomicpr.com](mailto:martha@atomicpr.com)