

GAME READY®

GAME READY® CORPORATE FACT SHEET

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| BUSINESS | Based in Concord, CA, and founded in 1997, Game Ready® (CoolSystems, Inc.) is a best-in-class sports medicine and orthopedic medical device that helps athletes and patients recover faster from injury or orthopedic surgery. The system uses ACCEL® Technology to set a new standard in recovery, synergistically combining active compression and cold therapies in a revolutionary treatment system that gives healthcare providers the power to accelerate the body's natural repair mechanisms. |
| HOW THE SYSTEM WORKS | The revolutionary Game Ready System delivers ACCEL Technology (Active Compression and Cold Exchange Loop) through a complete range of ergonomic, dual-action wraps. Once the unit is prepared with ice and water, settings for pressure, temperature, and time are easily monitored and adjusted with the touch of a button or the turn of a dial. Game Ready's wraps feature a patented two-chamber design – one for air, one for water – enabling the integrated delivery of compression and cold therapies for each body part. |
| WHY THE SYSTEM WORKS | Immediately after suffering a musculoskeletal injury, the body initiates a series of physiological responses to defend surrounding tissues and to begin repairing the damage. While inflammation is a natural and necessary mechanism in this process, controlling it effectively can actually allow the body to enter the later stages of healing faster. Until now, the RICE (Rest-Ice-Compression-Elevation) principles have been used to passively control symptoms, moderating pain and swelling. Game Ready does more. Going beyond static cold and compression applications, ACCEL Technology mimics natural muscle contractions by increasing and releasing pressure while cooling the tissue – helping the body to proactively aid lymphatic function, encourage cellular oxygen supply, and stimulate tissue repair. |
| WHO SHOULD USE IT | Game Ready can help physicians, physical therapists, and athletic trainers who want to increase patient satisfaction by providing a comfortable, safe, and clinically proven therapy device to reduce pain and swelling without the side effects of medications. Athletes, patients in post-op rehab, and everyday active people should use Game Ready to improve their recovery from injury or surgery with an easy, convenient, and top-class treatment system. |
| CUSTOMERS | Both domestically and internationally, Game Ready is the injury treatment system of choice for thousands of prominent orthopedic and vet clinics, athletic training, physical therapy centers, and athletes and teams in nearly every professional sport – including the NFL, NBA, MLB, MLS, and NHL. |
| 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. in 1997 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. 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 and into the canine market in 2008. |
| CONTACT | For media inquiries, please contact: Amanda Reynolds, Marketing Manager at Game Ready, 510.692.4109 or email amanda@gameready.com . |