



NEWS RELEASE

For Immediate Release

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Floatation Pod Provides the Ultimate in Relaxation

SCOTTSDALE, Ariz., February 8, 2010-- When most people return from London, they rave about Big Ben, Harrods or the changing of the guard. When Nick Janicki returned from a trip to London, he couldn't stop talking about his experience in a flotation device.

Janicki did more than just talk about it - he decided to make it his life's work. His dream has come true, with the recent opening of Scottsdale's only Flotation REST facility - and the first in the U.S. to offer REST pod technology.

"I'm extremely excited to be sharing my dream with the people of Scottsdale," said Janicki. "It's a dream in the true sense of the word, because our customers enter a relaxed, dreamlike state when they are in one of our True REST pods."

Originally known as sensory deprivation tanks, Flotation REST (Restricted Environmental Stimulus Therapy) pods allow the individual to float effortlessly on top of a pool of saltwater - 10 inches of water and 800 pounds of salt - in a specially designed tank with minimal light and sound. They have been credited with alleviating a variety of ailments, from stress and high blood pressure to lack of sleep and physical pain.

Janicki says that just one hour spent in a True REST pod can provide the benefits of four hours of sleep. "In our sleep-deprived society," he said, "this is a real plus."

The facility has been open less than a month, and there already is a waiting list of 1,300. "Many people are curious about our REST pods and want to see what it's all about," said Janicki. "But our best 'marketing' comes from those who already have had a REST experience at our facility. They tell their friends and family how awesome it is. The benefits are definitely spreading by word of mouth."

Everything about the facility - and the pods - is cutting-edge high-tech, down to the filtration system. The REST pods feature a state-of-the-art purification system that automatically begins cleaning the pod after each use and can disinfect and filter out particles to 1 micron (1/100th a human hair). The 5-by-9-foot pods can accommodate people of all shapes and sizes.

On the True REST website - <http://www.truerest.com> - visitors can read customers' reviews and watch a Fox News report on the new facility.

A one-hour float costs \$79, but first-time clients can float for \$39. The facility is located at 15033 N Thompson Peak Parkway, Suite D101. For more information, visit <http://www.truerest.com>.

About True REST Float Center

The True REST Float Center was started by Nick Janicki and his wife, Holly, in 2009. Alex Janicki, brother to Nick, also works at the center and you will likely see one of their smiling faces upon your visit. "Everyone at the Center is passionate about Flotation REST and we hope the American public can see the exceptional value of such a service," said Janicki.

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