



NEWS RELEASE

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Scottsdale's Pioneering Flotation REST Facility Launches New Website, Truerest.com

SCOTTSDALE, Ariz., Oct 15, 2009 /PRNewswire via COMTEX/ -- In preparation for its Winter of 2009 opening, True REST Float Center has launched its new website, <http://Truerest.com>. The center is the first in the United States to offer REST pod technology.

The website walks potential clients through every step of the float experience.

In addition to a video overview, site features include: -- An online reservation system -- Members' area -- Special discounts -- Live help -- Complimentary products and services Flotation REST (Restricted Environmental Stimulus Therapy) involves floating on top of a pool of saltwater - 10 inches of purified water and 800 pounds of specifically formulated Epsom salt imported from Germany. Because of the high salt content of the water, which is heated to skin surface temperature, a person is able to float effortlessly. According to the website's video, the "special solution of salinated water makes floating on water feel like floating on air." Owner Nick Janicki said Flotation REST - originally developed in the '70s - is an idea whose time has come. Recent studies have linked lack of sleep to problems ranging from obesity, memory loss, and a weakened immune system. True REST owner Nick Janicki said the REST pod is designed to take flotation into the 21st century. "Lack of sleep is approaching epidemic proportions," said Janicki.

"We believe 60 minutes in our technology will surpass the benefits gained from the most restful sleep." Flotation REST also has been associated with the following benefits: -- Eliminates jet lag -- Alleviates stress -- Energizes, rejuvenates and revitalizes -- Quickens rehabilitation and recovery -- Relieves pain -- Boosts immunity -- Improves circulation -- Reduces blood pressure, pulse, heart rate and oxygen consumption -- Sharpens mental clarity and alertness The 60-minute float sessions include a wide variety of musical choices and guided audio. Audio guidance can help clients experience enhanced mental, physical, and emotional states. Specific sound frequencies can help clients tap into more of the brain's innate abilities, enter deep meditative states reliably and easily, reduce stress, enhance creativity and become more productive.

Membership packages are available as follows: Basic: \$59 (one float per month) Plus: \$99 (two floats per month) Premium: \$180 (four floats per month) Many additional services and benefits are provided to members free of charge, including an oxygen bar, quiet room and loyalty points.

"With medical factors pointing to the importance of rest, Flotation REST sessions are not a luxury but a necessity for a healthy lifestyle," said Janicki. "I invite anyone interested to visit <http://Truerest.com> for more information - and, in November, to visit our facility and experience it for themselves." 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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