



KAATSU Global Launches the KAATSU Master 2.0

Huntington Beach, California (September 1, 2019) – KAATSU Global, the pioneer of the global Blood Flow Restriction (BFR) market, announced its latest product, the KAATSU Master 2.0.

BlueTooth connectivity, digital readouts, real-time capture of physiological data, and a number of innovative features built into the KAATSU Master 2.0 take the original analog KAATSU Master to the next level. The device, starting at US\$5,950 is primarily used in hospitals and physical therapy clinics.

KAATSU first-generation products, initially released in 2003 and exclusively available in Japan. Use of the first KAATSU products required a year of apprenticeship to master and cost nearly US\$17,000 with an annual US\$4,400 license fee. The price and ease-of-use of KAATSU's second-generation products significantly dropped. Released in 2014, the products were made available in the United States.

The KAATSU Master 2.0 was engineered to enable anyone to safely accelerate exercise, rehabilitation, and recovery – and record the data for further analyses. Medical professionals can utilize KAATSU myriad protocols to dramatically change the lifestyles and upends traditional expectations on athletic performance, rehabilitation of bones, muscles, ligaments and tendons, and recovery from vigorous training, athletic competitions, jet lag and travel fatigue.

CEO Steven Munatones explains, *“When we first launched KAATSU, Dr. Jim Stray-Gundersen summed up the effects of KAATSU Cycles on his Olympic athletes. ‘The results are unheard of,’ is how he explained the rehabilitation and recovery with the original KAATSU Master. Now, the KAATSU Master 2.0 takes the ease and precision of KAATSU to an entirely different level.”*

Senior executive and former Navy SEAL Captain John Doolittle adds, *“KAATSU technology enables people to accelerate the body’s natural healing process. KAATSU was tested and proven by cardiologists at the University of Tokyo Hospital based on the pioneering work of inventor Dr. Yoshiaki Sato of Tokyo. The KAATSU Master 2.0 safely engorges your limbs in blood that serves as the natural biochemical catalyst in the body to do this healing.*

The KAATSU Master 2.0 compresses and decompresses the venous flow that leads to significant hormonal and metabolic responses including the production of HGH, IGF-1, NAD+, NO, VEGF, BDNF, endorphins, ceramides and plasmalogens – which is how users are changing their expectations of wellness that can extend to at least 104 years. The ability to use KAATSU anywhere anytime further enables dramatic lifestyle changes that has been grasped by numerous universities, the US military, professional and Olympic athletes, and Baby Boomers and elderly retirees.”

KAATSU®

COO Richard Herstone explains the transition to consumer-focused health tech company, *“What was previously attainable only in Japan and by passing a year of study and mentorship under the guidance of Japanese doctors is now available for both medical professionals and consumers people worldwide.*

Our goal is to enable wellness throughout your life, eliminating sarcopenia and pain as much as possible. KAATSU has helped quadriplegics, paraplegics, accident survivors and wounded warriors just as KAATSU is used by runners, cyclists, swimmers, and athletes in nearly every Olympic winter and summer sport.

It is a testament to the utility of KAATSU when users radically change their lifestyles and understand that rehabilitation can be done anywhere anytime. Users are telling us daily how pain is relieved and how lifetime performances are achieved.”

ABOUT KAATSU GLOBAL

KAATSU Global is a Southern California-based health tech company that has transformed how athletes, military personnel and Baby Boomers can utilize their body’s own biochemical processes to improve their performance levels, accelerate healing, and reduce pain. KAATSU Global pioneered the Blood Flow Restriction market and continues to be the world’s leading BFR company with a line of patented BFR equipment and proprietary protocols for the military, competitive athletes (collegiate, Olympic, professional), hospitals, physical therapy clinics, as well as for consumers to use at their homes, offices and during travel. KAATSU is safely used by people from every walk of life in 49 countries, of every age and ability (up to 104 years old), anywhere and anytime, for recovery, rehabilitation, and performance. www.kaatsu.com

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