



## **HYPERICE Introduces HYPERVOLT, a State-of-the Art Vibration, Massage Device for Muscle Relief**

*The pioneers in recovery and movement technology enhance product line using power of vibration to increase recovery and mobility*

**LOS ANGELES - February 26, 2018 - [HYPERICE](#)**, the leaders in recovery and movement enhancement technology, today announces the launch of its newest product, HYPERVOLT. After innovating the fitness and sports performance technology space with the creation of the first-ever high intensity vibrating roller, HYPERICE set out to develop a cutting-edge portable massage therapy device accessible to all consumers.

The cordless, state-of-the-art, vibration device provides a multitude of benefits:

- Increases range of motion
- Helps relieve muscle pain, stiffness and soreness
- Increases circulation and blood flow
- Easy-to-use for self-myofascial release and massage

The hand-held device weighs only 2.5 pounds and features a powerful high-torque motor with Hyperice's Quiet Glide Technology, three speed settings, a rechargeable lithium-ion battery and four interchangeable head attachments. The Quiet Glide technology, powerful motor, and long-lasting battery makes the HYPERVOLT a must-have device for all health and wellness focused consumers, personal trainers, massage therapists, and sports performance professionals who are constantly on the go and need to limit noise in clinics, gyms and homes.

“We started our company not only to help the world’s best athletes move and recover better, but to give everyday people access to the same tools and technology used by professional and elite athletes,” said Anthony Katz, founder of HYPERICE. “Over the past 6 years, we have acquired substantial knowledge relative to vibration technology. We put all of that

knowledge into the development of the HYPERVOLT. Recovery and mobility tools are no longer used only by athletes, they have become essential for everyone from fitness enthusiasts, to personal trainers and physical therapists. This was top of mind when developing this new product.”

HYPERICE’s line of products also include Ice Compression Technology, VYPER 2.0, HYPERSPHERE, VENOM and RAPTOR. Used and trusted by athletes such as Lindsey Vonn, Blake Griffin and Patrick Peterson, HYPERICE consistently leads innovation within the recovery and mobility space.

“As the global health and wellness space continues to grow and evolve at a rapid pace, so does our desire to innovate. We will continue to push ourselves to lead this space through technology and education,” said Jim Huether, CEO of HYPERICE. “HYPERVOLT is a perfect example of this commitment.”

HYPERVOLT retails for \$349 and will be available starting February 26 during initial launch followed by pre-orders.

For more information about HYPERICE, visit [www.hyperice.com](http://www.hyperice.com).

### **About HYPERICE:**

HYPERICE is a global recovery and movement enhancement technology company, founded by Anthony Katz, specializing in portable high-performance sports medicine and orthopedic devices that provide preventative treatment, accelerate injury recovery, and enhance muscle and joint performance. HYPERICE’s groundbreaking technology is being used by the world’s most elite athletes, in professional and collegiate training rooms and in rehabilitation, fitness and massage therapy facilities globally.

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