



ABILITY CENTER JOINS CRYTICO AS PLATINUM DEALER

San Diego, CA and Tea, SD - December 30, 2014 – Crytico, LLC announced today their partnership with Ability Center with the objective to bring transparency to the mobility industry and giving customers the power of choice. Ability Center's multiple locations are listed on Crytico.com for current customers to write reviews on their satisfaction as well as invite new customers to read those reviews.

Crytico.com was launched in September, 2014 and is the first website of its kind in the mobility industry. The website is 100% focused on products and services for people who have mobility issues. Consumers can learn about products they may need, like wheelchairs, scooters, home stair lifts, etc. and also read reviews on what their peers think about those products. Consumers can also register with Crytico to write reviews on products they may own or use. Each reviewer on the website is authenticated for validity.

"In our industry, people buy these products because of they need them," said Chad Blake, Ability Center's Director of Store Sales and Operations. "The biggest part of our job is educating the consumer about what the applicable mobility products are and what the specific product can do to make the consumer's situation better. Crytico is first and foremost a quality educational tool that allows consumers to exchange thoughts and feedback about all facets of the mobility industry. Ability Center is supportive and excited about the Crytico platform and direction."

"Having partners like Ability Center is an asset to Crytico and our users," said Monique McGivney a mobility advisor with Crytico. "Ability Center assisted with our pilot program which was an integral phase of Crytico.com. From the very beginning, they understood and embraced the concept of a review website for their current and future customers. They want to stand out from their competition and are confident they will do that on Crytico.com. What better way than to have their customers tell their story?"

In recent years, there has been an increase in demand for reviews on mobility products and services. Until now, there has been no medium in the mobility industry for consumers to read peer reviews. Crytico.com is not just a review site; consumers can also learn about other products and providers they may not know exist. With over 4000 different types of mobility products and over 2000 providers who sell those products, consumers can now visit one website vs. sifting through dozens of websites to get all the information they need.

About Ability Center

Ability Center was founded in 1994, and currently has multiple locations in California, Nevada, and Arizona. Today, Ability Center provides benefits for more than 10,000 people with mobility challenges per year, offering compassion, knowledge and understanding. For more information visit www.AbilityCenter.com

About Crytico

Crytico.com was created by industry experts who have worked in the mobility product arena for several decades, recognizing a void of opinions on products and services customers purchase. Crytico.com is the first and only premier review site that is 100% dedicated to mobility products and services mobility dealers provide. For more information contact Monique@crytico.com.