

NEWS RELEASE

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CRYTICO.COM...THE YELP OF MOBILITY

Tea, SD – January 1, 2015 Launched in September, Crytico.com is the first and only review website that is 100% related to mobility products and services that mobility dealers provide. December marked an end to the pilot phase of the site which was an integral part to the overall framework and foundation of the website. One major milestone celebrated during this pilot phase was surpassing 1000 consumer reviews.

During the pilot phase, feedback was gathered from participating manufacturers, mobility dealers and customers to ensure the final version of the site is easy to navigate, informative and most importantly, a positive experience for the customer. An Advisory Board, made up of industry professionals, was formed to assist the pilot phase and will remain in place through the launch of the website. The Advisory Board's purpose is to strengthen Crytico.com and the community it serves. The Board exists to advise, assist, support and advocate for Crytico.com, it's users and partners.

"Crytico.com was built for consumers get unbiased information on products unique to them," said Monique McGivney, a mobility advocate for Crytico. "Never in the history of the mobility industry has there been one website to display information on every product that our industry serves, which is estimated to be over 5,000. In addition, this is the first review site designed specifically for consumers with mobility challenges, so we are cognizant of the website functionality; the customer experience is of utmost importance."

Consumers are able do one of two things on Crytico.com; write and/or read a review. Reviews can be written on mobility equipment dealers and the services they provide as well as a variety of mobility products like hand controls, home stair lifts, manual or powered wheelchairs and wheelchair accessible vans. Then in turn, customers who are in the market for a product or service can read those reviews and hear what their peers have to say. Each reviewer on Crytico.com is contacted to ensure their review is authentic and legitimate.

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.