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ZELTIQ® Showcases CoolAdvantage Petite™ Applicator for the CoolSculpting® System at American Academy of Dermatology Annual Meeting

CoolSculpting is Only Non-Invasive Fat Removal Technology FDA-Cleared to Treat Upper Arms

PLEASANTON, Calif., March 03, 2017 (GLOBE NEWSWIRE) -- ZELTIQ® Aesthetics, Inc. (Nasdaq:ZLTQ), a medical technology company focused on developing and commercializing products utilizing its proprietary controlled-cooling technology, today announced it is showcasing the CoolAdvantage Petite™ applicator at the American Academy of Dermatology Annual Meeting (AAD) in Orlando, Fla. The CoolAdvantage technology is the only non-invasive fat removal technology cleared by the Food and Drug Administration (FDA) to address the upper arm.

Photos accompanying this announcement are available at

<http://www.globenewswire.com/NewsRoom/AttachmentNg/8d9d53d2-4730-40b2-bad3-d3560106fb41>

<http://www.globenewswire.com/NewsRoom/AttachmentNg/5f490a53-531c-4ac6-8c13-ff3a5c14d0d8>

"After 5 years of research and millions of dollars invested in development, we are proud to be the only non-invasive fat reduction technology that is FDA-cleared to treat the upper arms, the third greatest area of concern for consumers," said Mark Foley, President and Chief Executive Officer of ZELTIQ. "Through direct-to-consumer advertising, we plan to raise awareness around this new treatment area and help drive consumers to our customers' CoolSculpting practices."

The newest member of the CoolAdvantage family of applicators, the CoolAdvantage Petite, treats the upper arm in just 35 minutes and comes with two interchangeable contours customized to treat the unique shape of the upper arm area. The commercial release of the CoolAdvantage Petite applicator is planned for the middle part of 2017.

"The upper arm, with its delicate structures, is one of the most challenging areas for fat reduction," said Jean Carruthers, MD, FRCSC, FRC(OPHTH), of Carruthers & Humphrey Cosmetic Dermatology in Vancouver, Canada. "As one of the principal investigators for the CoolAdvantage Petite applicator, I can attest to the fact that the upper arms responded beautifully and my study patients are delighted by their results."

Providers attending AAD who want to learn more about the CoolSculpting procedure and CoolAdvantage Petite applicator can visit CoolSculpting Booth #1231 in the Orange County Convention Center during exhibit hours 10 a.m. to 5 p.m. March 3-4, and 10 a.m. to 3 p.m. on March 5. You can also learn more by visiting www.coolsculptinghcp.com.

With more than 70 peer-reviewed clinical papers and abstracts and over 4 million treatments performed to date in over 80 countries around the world, CoolSculpting is clinically proven to be a safe and effective treatment for non-invasive fat reduction. CoolSculpting is FDA-cleared to affect the appearance of fat bulges in the upper arm, bra and back fat, banana roll, submental area, thigh, abdomen and flank.

CoolSculpting is available through an elite network of CoolSculpting Centers worldwide. Dermatologists, plastic surgeons

 [CoolSculpting Treatment Before and After Photos](#)

Before and 8 Weeks After CoolSculpting Treatment of the Upper Arms

 [CoolSculpting CoolAdvantage Petite Applicator](#)

CoolSculpting CoolAdvantage Petite Applicator for the Upper Arms

 [coolsculpting.jpg](#)

and leading aesthetic specialists that offer CoolSculpting can be found at www.coolsculpting.com.

About the CoolSculpting® Procedure

CoolSculpting is a non-surgical, clinically proven procedure that selectively reduces unwanted fat using a patented cooling technology. Cleared by the FDA, CoolSculpting works by gently cooling targeted fat cells to induce a natural, controlled elimination of fat cells without affecting surrounding tissue, and the treated fat cells are gone for good. Millions of CoolSculpting treatments have been performed by more than 5,700 CoolSculpting systems in over 80 countries. Market research indicates up to a 95 percent customer satisfaction rate with the CoolSculpting procedure. CoolSculpting is available through an elite network of CoolSculpting Centers worldwide. Dermatologists, plastic surgeons and leading aesthetic specialists that offer CoolSculpting can be found at www.coolsculpting.com.

Be sure to follow CoolSculpting on [Facebook](#), [Twitter](#), [Pinterest](#) and [YouTube](#).

About ZELTIQ® Aesthetics, Inc.

ZELTIQ is a medical technology company focused on developing and commercializing products utilizing its proprietary controlled-cooling technology platform. ZELTIQ's first commercial product, the CoolSculpting system, is designed to selectively reduce stubborn fat bulges. CoolSculpting is based on the scientific principle that fat cells are more sensitive to cold than the overlying skin and surrounding tissues. It utilizes patented technology of precisely controlled cooling to reduce the temperature of fat cells in the treated area, which is intended to cause fat cell elimination through a natural biological process known as apoptosis. ZELTIQ developed CoolSculpting to safely, noticeably, and measurably reduce the fat layer.

Forward-Looking Statements

The statements made in this press release regarding ZELTIQ's expectations for the performance of the CoolAdvantage Petite and its ability to drive people to its customers' practices to ask for CoolSculpting by name are forward-looking statements. You should not place undue reliance on these forward-looking statements because they involve known and unknown risks, uncertainties and other factors that are, in some cases, beyond ZELTIQ's control and that could materially affect ZELTIQ's actual business operations. Factors that could materially affect ZELTIQ's business operations include, but are not limited to, risks and uncertainties set forth in ZELTIQ's Quarterly Report on Form 10-Q for the year ended December 31, 2016, filed with the SEC on March 1, 2017. These forward-looking statements speak only as of the date of this press release. ZELTIQ expressly disclaims any obligation to update information contained in these forward-looking statements whether as a result of new information, future events or otherwise.

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