

**Wearable Technology Company ZetrOZ, Inc. Names Crenshaw Communications as PR Agency**

New York, NY, February 18, 2014 – [Crenshaw Communications](http://www.crenshawcomm.com) has been tapped by [ZetrOZ, Inc.](http://www.zetroz.com)  a bio-innovative technology company, as its public relations agency of record after a competitive review. Crenshaw will provide ZetrOZ with PR and media relations services, including traditional and digital media relations and executive visibility.

ZetrOZ is revolutionizing the medical therapeutic industry by introducing proprietary ultrasound pain management technology that is more efficient, more portable, and more economically viable than any ultrasound systems presently available. ZetrOZ's first product is the world's smallest and strongest “wearable” ultrasound pain therapy device. Slated for launch in early 2014, the device addresses the demand for non-pharmaceutical alternatives to current pain treatments in the approximately $62 billion U.S. pain management market.

“The Crenshaw team brings the kind of creative and dynamic thinking that our young company needs as we bring revolutionary new technology to market, “said Ted Russell, VP, Sales and Marketing at ZetrOZ, Inc. “Because ZetrOZ products represent an entirely new category of pain management, we have an important and differentiated story to tell.”

With the tag line “Creative Public Relations for a Digital World,” Crenshaw Communications is a New York PR agency with specialist expertise in traditional and digital public relations. Whether the goal is to launch a new product, drive web traffic, or create a leadership brand position, Crenshaw extends PR tools and tactics beyond the limits of the traditional to create both earned coverage and word-of-mouth in order to build brands.

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