



**IT'S NOT ABOUT WHAT YOU LOSE, IT'S ALL ABOUT WHAT YOU GAIN:
COOLSCULPTING® LAUNCHES 'LET'S GET NAKED' AD CAMPAIGN**

*-- New, Spirited Ad Campaign Celebrates the Confidence and Freedom
Gained With Feeling Your Absolute Best --*

PLEASANTON, Calif. (Feb. 8, 2012) – CoolSculpting today announced the launch of its new ad campaign entitled 'Let's Get Naked.' The spirited tagline sets the stage for the company's memorable campaign, which is the first in its history and sure to catch the attention of all who see it. Developed by ZELTIQ® Aesthetics, Inc. (NASDAQ:ZLTQ), CoolSculpting is a unique non-surgical, clinically proven procedure designed to selectively eliminate diet and exercise resistant fat in problem areas using a patented cooling technology.

"Over the past year, we've invested in the understanding about what motivates consumers – both those who are experienced aesthetic veterans and the very large population of aesthetic neophytes – to eliminate stubborn fat in a way diet and exercise cannot," said ZELTIQ President and CEO, Gordie Nye. "Our charge is to differentiate CoolSculpting from all the 'me-too' procedures, which means not playing by category rules. We are different. We want to build a brand and a connection with consumers to drive their interest in seeking our treatment by name. We believe 'Let's Get Naked' will strike a chord and inspire people to explore what CoolSculpting is and whether it's right for them."

CoolSculpting's 'Let's Get Naked' campaign was created to celebrate the new found confidence and freedom that people feel when they get their body back, which can come from getting rid of stubborn fat. 'Let's Get Naked' features "real" people of all different ages, shapes and sizes feeling confident enough in their own skin to share it with the world.

The ad campaign rolls out in Charlotte and Austin test markets beginning the week of February 6, followed by Phoenix on February 27, with future plans to expand the campaign in major US and global markets. The campaign includes television, magazine print, radio, digital, out-of-home and in-office components. Additional campaign elements will be integrated across other platforms such as social media, special events, public relations and in-office promotions.

The 60-, 30- and 15-second television launch spots (<http://youtu.be/iKZGmgbsTKk>), developed by creative agency Cutwater in San Francisco, open with thousands of spectators enjoying an afternoon at a soccer match when one person gets the confidence to "tastefully streak" in celebration across the field. Within seconds, other spectators begin joining in the fun that culminates with the entire stadium beginning to partially disrobe to express the freedom that comes with feeling good in your own skin. The spot closes with the tongue-in-cheek theme line 'Let's Get Naked,' and the call to action, "say goodbye to stubborn fat and hello to coolsculpting.com," which will also be used in the digital, print and radio executions.

"This is a category where no true brands exist. Products and services and the images typically used are a homogeneous blur," said Chuck McBride, founder and executive creative director for Cutwater. "Our responsibility was to not just create a brand within the cosmetic medical device category but to create one that transcends into culture on the idea of self-confidence. Because it really isn't about what you lose. It's about what you gain."

- more -

About CoolSculpting

CoolSculpting® is a non-surgical, clinically proven procedure designed to selectively reduce fat layers in problem areas using a patented cooling technology. It is a procedure cleared by the FDA that gently cools unwanted fat cells in the body to induce a natural, controlled elimination of fat cells. It is designed to reduce fat bulges in treated areas of the body without harming surrounding tissue. 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.

About ZELTIQ

ZELTIQ® Aesthetics, Inc. (Nasdaq: ZLTQ) is a medical technology company focused on developing and commercializing products utilizing its proprietary controlled-cooling technology platform. The Company's first commercial product, the CoolSculpting® System, is designed to selectively reduce stubborn fat bulges that may not respond to diet or exercise. CoolSculpting is based on the scientific principle that fat cells are more sensitive to cold than the overlying skin and surrounding tissues. CoolSculpting 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, without causing scar tissue or damage to the skin, nerves or surrounding tissues. ZELTIQ developed CoolSculpting to safely, noticeably, and measurably reduce the fat later within a treated fat bulge without requiring the patient to diet or exercise.

About Cutwater

Cutwater is an independent ad agency and proud of it. We are brilliant at developing cultural insights which attract an audience through iconic brand stories. Our shop is headquartered in San Francisco. Cutwater is guided by the creative and cultural vision of Chuck McBride, in partnership with Principals Christian Hughes and Travis Britton. Cutwater clients include: CoolSculpting, Easton, Ubisoft and Feeding America, among others. www.cutwatersf.com

###

Media Contact

Shari Gold
GOLD PR for ZELTIQ
(714) 251-0375
sgold@goldpr.com

Josh Brumm
ZELTIQ, CFO
(925) 474-2500