



XWELL Strengthens Florida Presence with Bloomingdale Wellness Center Grand Opening

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Grand opening at Bloomingdale Square marks XWELL's continued Florida expansion with expert-driven facials, as well as medical and wellness services

BRANDON, Fla., Sept. 12, 2025 (GLOBE NEWSWIRE) -- XWELL (Nasdaq: XWEL) ("XWELL" or the "Company"), a leader in wellness solutions for people on the go, today celebrates the grand opening of its newest Florida wellness center at Bloomingdale Square in Brandon, Florida.

You're Invited: Celebrate with Us:

Attendees will enjoy an immersive launch event showcasing XWELL's expert-led services, including live demos, personalized skincare consultations, and a preview of the treatments available at the new Bloomingdale store.

- **Date:** Thursday, September 12
- **Time:** 3:00 PM – 7:00 PM ET
- **Ribbon Cutting:** 4:00 PM ET
- **Location:** Bloomingdale Square, 915 Bloomingdale Ave, Unit 405, Brandon, FL 33511

Throughout the celebration, attendees will enjoy guided demonstrations, complimentary product sampling, and personalized consultations from XWELL's team of experienced health and wellness professionals. The Bloomingdale center will feature facials, waxing services and medical services, with additional wellness offerings to follow in the near future.

"The Bloomingdale opening represents another important step in our brick-and-mortar strategy," said Ezra Ernst, CEO of XWELL. "We're excited to introduce our full suite of wellness services to Brandon, giving the community a trusted destination for self-care. This opening – along with our recent others in Waterford and Clearwater – demonstrate that XWELL is successfully executing its strategy to expand wellness services to customers where they live, work, and travel."

Today's opening also marks an exciting milestone as the first XWELL location to feature a Nurse Practitioner as part of the team. At launch, the store will offer medical services such as Botox and Dermal Fillers, with additional medical services to follow. Guests attending the celebration will receive complimentary gift bags while supplies last.

The Bloomingdale debut continues XWELL's momentum in Florida. Just last month, the Company announced the debut of its Waterford Lakes Wellness Center in Orlando. Together, these milestones mark XWELL's expanding presence in Central Florida and reinforce its mission to make modern, expert-driven wellness experiences approachable and accessible.

For more information about XWELL's services and locations, visit www.XWELL.com.

About XWELL, Inc.

XWELL, Inc. (Nasdaq: XWEL) is a global wellness holding company that operates a portfolio of brands dedicated to health, beauty, and self-care, including Xpres Spa®, Naples Wax Center®, XpresCheck®, and HyperPointe™. With locations in airports and metropolitan areas across the country, XWELL is redefining the modern wellness experience through innovation, personalization, and accessibility.

Forward-Looking Statements

This press release may contain "forward-looking" statements within the meaning of the Private Securities Litigation Reform Act of 1995, Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These include statements preceded by, followed by or that otherwise include the words "believes," "expects," "anticipates," "estimates," "projects," "intends," "should," "seeks," "future," "continue," or the negative of such terms, or other comparable terminology. Important factors that could cause actual results to differ materially from those indicated by such forward-looking statements include, without limitation: the anticipated use of proceeds from the private placement. Forward-looking statements relating to expectations about future results or events are based upon information available to XWELL as of the date of this press release, and are not guarantees of the future performance of the Company, and actual results may vary materially from the results and expectations discussed. Additional information concerning these and other risks is contained in the Company's Annual Report on Form 10-K, as amended, Quarterly Reports on Form 10-Q and Current Reports on Form 8-K, and other Securities and Exchange Commission filings. All subsequent written and oral forward-looking statements concerning XWELL, or other matters and attributable to XWELL or any person acting on its behalf are expressly qualified in their entirety by the cautionary statements above. XWELL does not undertake any obligation to publicly update any of these forward-looking statements to reflect events or circumstances that may arise after the date hereof.

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