

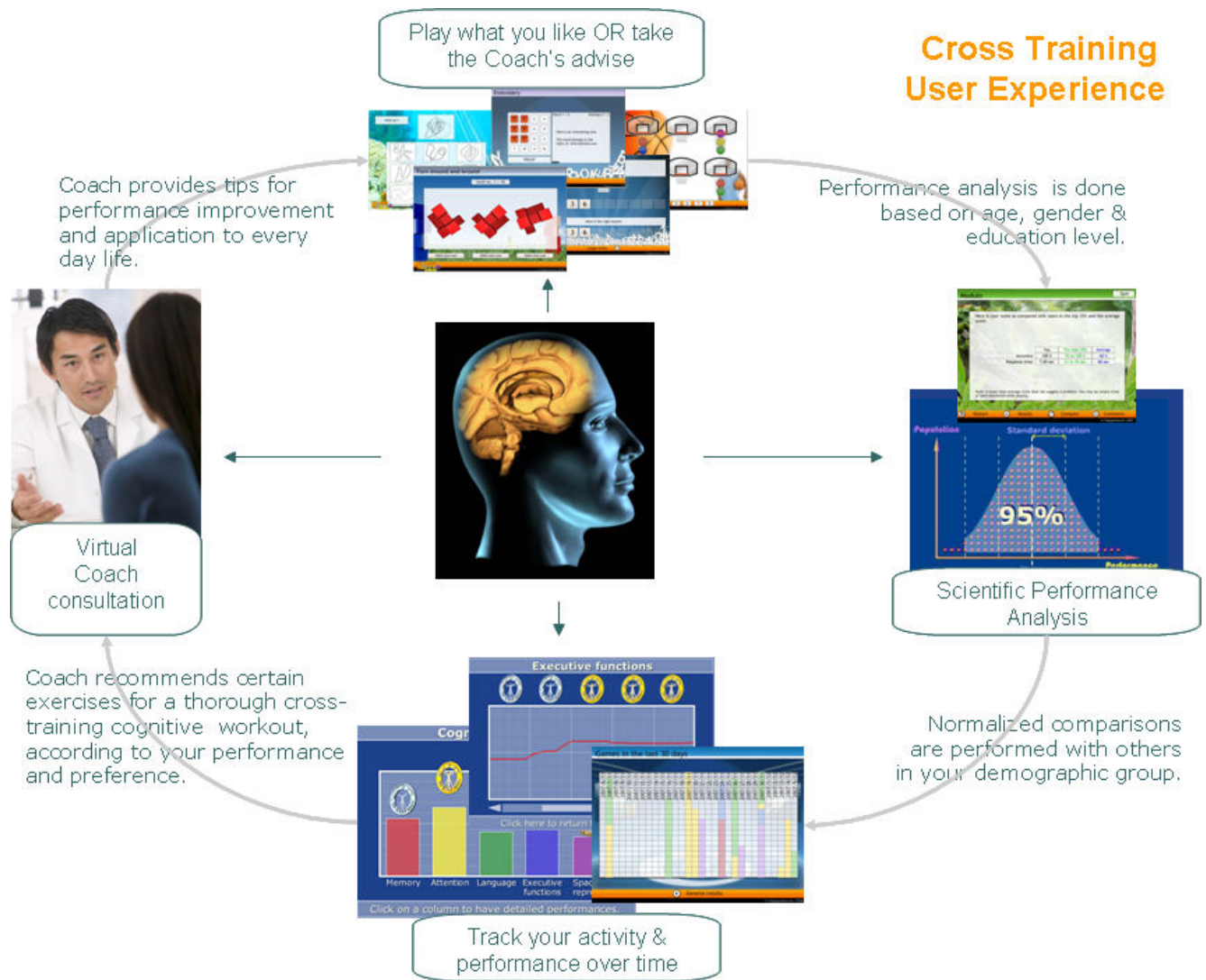


Brain Fitness for Life™

High level mental capacities, also known as cognitive functions, enable us to perform numerous complex tasks daily. Examples of these daily tasks include memory recall, reading, writing, recognition, navigation, calculations and fine motor tasks. These activities draw on the following major cognitive functions:

- \* Memory
- \* Attention
- \* Language
- \* Visual-Spatial
- \* Executive Function

HAPPYneuron is an award winning program that offers a broad range of scientifically-proven and personalized brain cross-training workouts to enhance these skills. Designed for people of any age, the program maximizes the brain's capacity to learn and its ability to adapt to new information (plasticity) and minimizes the natural effects of brain aging. Program effectiveness is optimized through the availability of thousands of hours of fun and challenging brain games and guided by a virtual personal coach. Here's how it works.....





Brain Fitness for Life™

## Scientifically Validated..

Each and every game is specifically designed by a team of Neurologists and Neuroscientists to optimally stimulate one or more of the 5 major cognitive functions and 25 sub-functions.

Multiple scientific studies have demonstrated positive improvement in all 5 cognitive areas.

## What People are Saying..

HAPPYneuron is making a difference in some people's lives. Many of them have noticed sharper thinking, improved memory, a better sense of direction and driving skills.

**Amancio (52) CA.** Comments from his wife, *"Within six months of using HAPPY neuron's programs, my husband's peripheral vision had improved. He is more alert and relaxed."*

**Bonnie (65) MN.** *"After spending some time with the program, I feel my attention to details in my environment has sharpened, my memory has improved and my response time to cues like traffic signs seems faster."*

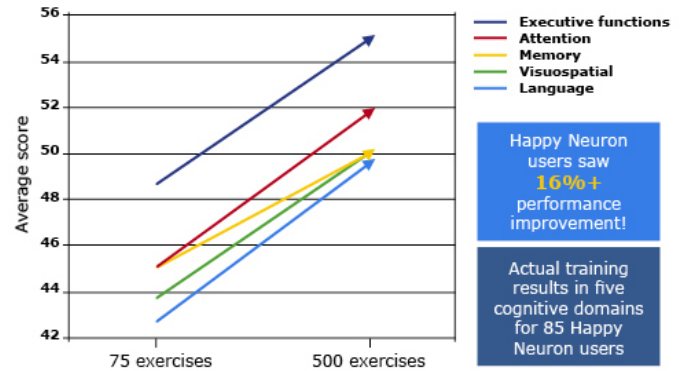
**Douglas (69) CA.** *"I have improved attention to details and my short term memory seems to be improving."*

**Johanna (65), NY.** *"I am very grateful there are companies like yours who are looking for ways to improve the health of others."*

**Margaret (62) CA.** *"I can remember more at one time than before I started using HAPPYneuron. I enjoy being able to access the site at any time of the night or day. I also appreciate the wide variety of games that are available."*

**John (70) WA.** *"Overall, my brain did feel trained and drained after exploring this . . . , which promotes intellectual fun as much as noggin stimulation."*

More testimonials at <http://www.happy-neuron.com/testimonials/>



## Awards ..



Finalist: Why Games Matter? A Prescription for Improving Health and Health Care.



Best Fitness Initiative: Chosen over 30 healthcare industry professionals.



Award of Excellence for quality in design, safety, and value.



Editor's Choice Award: An exclusive award. The most prestigious and difficult award to receive.

## Company Stats ..

- ❖ 10 years in the Brain Fitness Arena
- ❖ Market proven across industries
- ❖ World's largest benchmarked results database
- ❖ Online solutions in 7 languages
- ❖ > 3M CDs sold in 9 countries
- ❖ > 100K Books sold in 12 countries

## Membership Pricing..

- ❖ \$9.95 per month (32cents per day)
- ❖ \$99.95 per year (27cents per day)