

## **CDC-Funded Pilot Study Shows Significant Brain Activity Improvement**

Wednesday January 3, 2007 8:00 am ET

### **Happy Neuron<sup>(TM)</sup> Games Key Component of Brain Wellness Program**

DES MOINES, Iowa--(BUSINESS WIRE)--A multi-disciplinary group of scientists and physicians in Des Moines, Iowa, announced highly encouraging results from a six-month pilot study, funded by the Centers for Disease Control and Prevention. Regular, consistent workouts with Happy Neuron games were a key component of the study. The research project included ten participants diagnosed with memory problems as a probable symptom of early Alzheimer's Disease. Participants who complied with the protocols of the study showed significant improvement in cognitive skills, measured by pre- and post-PET scans and neuropsychological examinations. One participant showed considerable "recovery" of brain activity, as measured by PET scans, clinical examinations, and the reports of the participant and his family.

The team's "Brain Wellness Program" used a research-based holistic approach that included regular, consistent social interaction, physical exercise, a low-fat diet with anti-oxidant supplements, stress management, and specific cognitive training with Happy Neuron games three times a week for six months. These study elements were chosen based on previous large longitudinal research study results and epidemiological studies, such as the Bronx Aging Study and the Chicago Aging Study.

The research team was led by geriatrician Robert Bender, MD, of the Johnny Orr Memory Center, and included David Michael, PA-C, MS of Iowa Health System ; neuropsychologist Derek Campbell, Ph.D., also of the Johnny Orr Memory Center; and neuroradiologist Charles DePena, MD of Iowa Radiology.

Dr. Bender summarizes for the research team, "We feel strongly that this pilot study demonstrates the plasticity of the human brain and that mental exercise programs like Happy Neuron have enormous potential to raise the probabilities of remaining sharp as we age."

Sheryle Bolton, CEO of Quixit, which provides Happy Neuron's scientifically based online games, said, "We are extremely happy to hear about the very positive results of this study and particularly pleased that the participants and their families are able to experience increased quality of life and mental sharpness as a result of these scientifically based exercises."

This pilot study confirms other important research results published earlier this week in the Journal of the American Medical Association. The ACTIVE (Advanced Cognitive Training for Independent and Vital Elderly) study, a large longitudinal study involving

researchers from six prestigious universities and funded by the National Institute on Aging and the National Institute of Nursing Research, both parts of the NIH, found that people who actively train on specific cognitive skills experience short- and long-term benefits that generalize to everyday life. The group who trained were much more likely to succeed at tasks such as driving, managing money, and problem-solving than the group without training.

Dr. Bender expressed great enthusiasm for the hope that studies such as this one are leading to specific strategies that will help prevent Alzheimer's and dementia. " Our team is really excited by the results of this study. Alzheimer's is one of the most heart-breaking diseases imaginable," he said, "not just for those who suffer from it, but for their families. This study strongly suggests that for many people brain wellness strategies, including regular, consistent, scientifically based mental workouts, physical exercise, and good diet and nutrition can delay the onset of symptoms and mitigate their impact over time. We all want to know how to maintain a healthy brain and stay sharp throughout our lives."

#### About Happy Neuron

Happy Neuron, based on extensive scientific research, gives players a convenient, entertaining and challenging way to organize their brain workout. We now know that "use it or lose it" applies to our brains just as it does to our bodies, and that quick fixes just don't work. Regular, consistent workouts are key to making our brains fit for life. Happy Neuron helps cross train critical thinking skills, including memory, language, concentration, reasoning, and visual and spatial skills. The site is suited for individuals of all ages, education and professional backgrounds. For more information, please visit [www.happyneuron.com](http://www.happyneuron.com).

#### About QUIXIT, Inc.

QUIXIT, Inc. was founded in 2005 to provide scientifically based online brain workouts to keep our brains fit for life.

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Source: QUIXIT, Inc.