

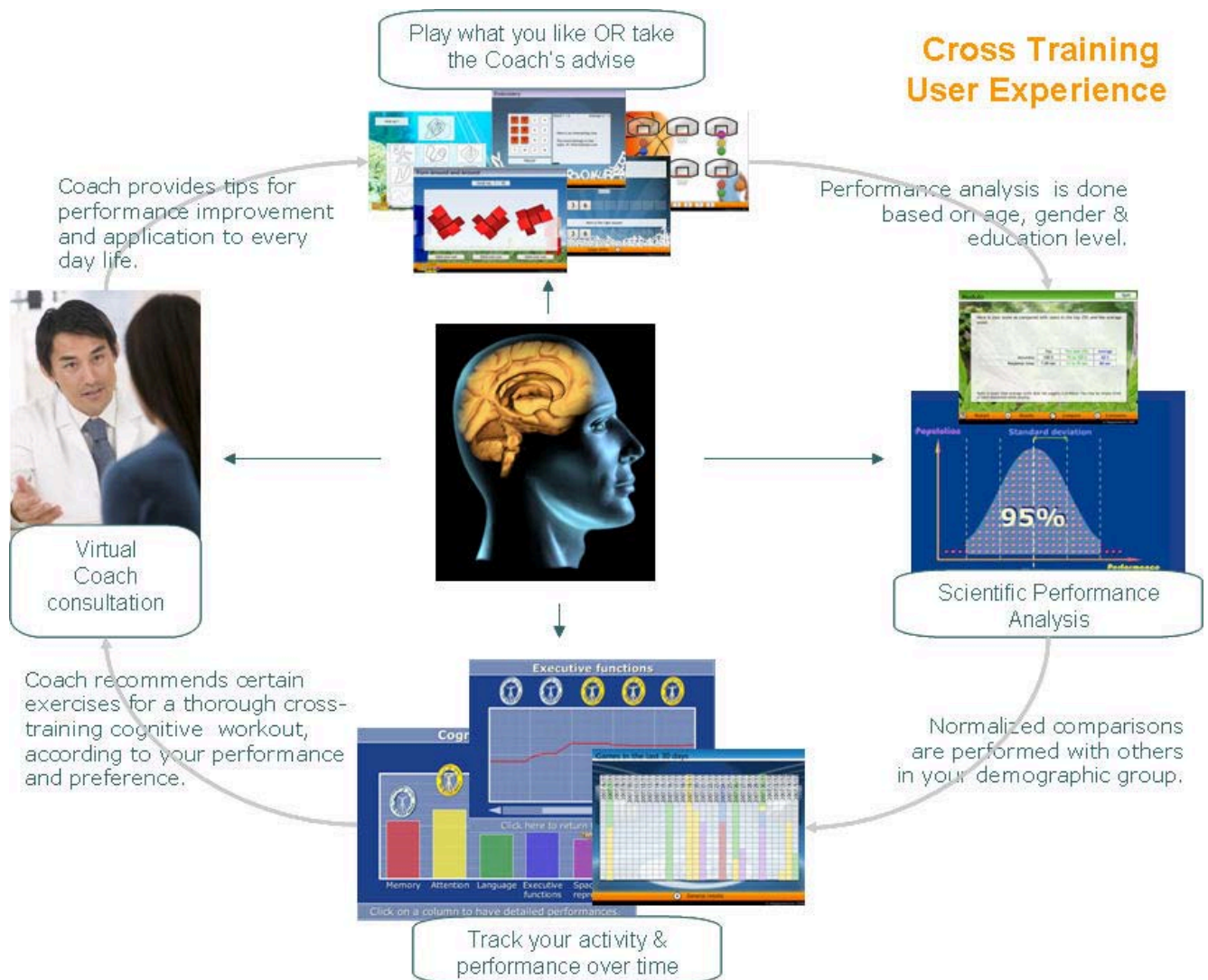


Brain Fitness for Life™

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.

## Features...

The feature rich program delivers all you need for a rewarding brain training experience.

**Significant Variety:** 37 scientifically designed games online (adding more continuously).

**Personalized:** Learns your individual cognitive strengths and weaknesses to deliver the most appropriate training just for you.

**Adaptive:** Changes with you as you strengthen your cognitive skills, to keep you challenged and improving all the time.

**Personalized Record of Accomplishment:** Personalized feedback, charts and graphs provide visibility to your successes and improvement opportunities.

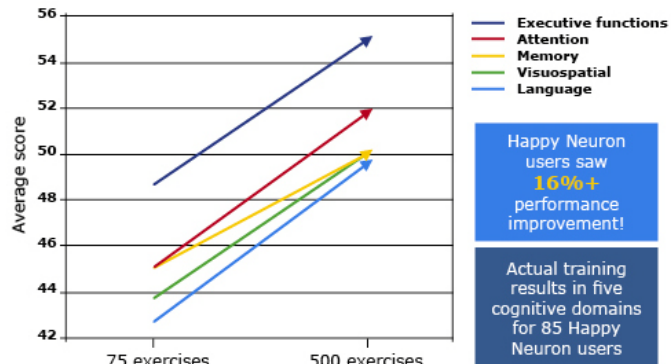
**Peer Comparisons:** Insights into how you are performing relative to people like you (those of the same age, gender and education level).

**Workout Reminders:** Stay on track with the training program.

**Printed Reports:** Your personalized cognitive performance report can facilitate a productive conversation with your doctor if needed.

**Easy to use:** No software to install, no headsets to configure, no complex charts to interpret, no training sessions to attend.

**Fun:** What's the point otherwise!



## 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 delivering Brain Fitness solutions
- ❖ 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)