

Contact:
Anita Chordia
CoActive Public Relations
achordia@CoActivePR.com
415-621-6626



SHARPBRAINS ANNOUNCES TEN-POINT BRAIN FITNESS CHECKLIST

*– Leading Source of Brain Exercise Information Establishes
10 Must-Ask Questions for Consumers Choosing Brain Fitness Software Programs –*

San Francisco, CA (May 16, 2007) – The influx of brain exercise programs during the past six months has lead SharpBrains.com, the nation's first online brain fitness center and leading provider of mental exercise information and programs, to establish a 10-question checklist to help consumers choose the best brain fitness program for their needs.

"An overwhelming number of brain exercise program developers have emerged lately whose fitness claims may or may not be supported by actual science, or their programs may train areas that users don't really need," said Alvaro Fernandez, CEO and co-founder of SharpBrains. "Consumers should seek programs with science-based methodology and results that train meaningful and measurable functions. They should also be cautious when they hear gimmicks – does one's brain really have an 'age?' – or when a program appears to be more entertainment than exercise."

There are more than 20 computer-based programs on the market today, all of which promise to improve memory, concentration, problem-solving skills and other areas of brain function. SharpBrains experts, under the supervision of Dr. Goldberg, spent more than 18 months interviewing scientists and reviewing leading brain exercise programs worldwide. Given the variety of programs and scientific approaches, SharpBrains developed a research-based criteria to evaluate all programs, which forms the basis for the below list of evaluative questions upon which consumers should base their decisions.

"Research shows that physical exercise, good nutrition, stress management and brain exercise are the four critical pillars for attaining and maintaining good brain health," said Dr. Elkhonon Goldberg, neuroscientist and Chief Scientific Advisor and Co-Founder of SharpBrains. "Most people are well-versed on the first three but are in the dark when it comes to undertaking a brain fitness regimen."

"It is also useful to start with the end in mind," continues Mr. Fernandez. "Ask yourself, 'What am I trying to achieve? Do I want to improve my memory, my ability to process new information, my capacity to manage stress and difficult situations, or just do my best to help prevent potential long-term problems?'"

10 Questions to Choose the Right Brain Fitness Program for You

BASED ON SCIENTIFIC RESEARCH

1. Are there scientists (ideally neuropsychologists) and a scientific advisory board behind the program?
2. Are there published, peer-reviewed scientific papers written by those scientists? How many?

MEASURABLE CLAIMS AND BENEFITS

3. What are the specific benefits claimed for using this program?
4. Does the program tell me what part of my brain or which cognitive skill I am exercising, and is there an independent assessment to measure my progress?
5. Is it a structured program with guidance on how many hours per week and days per week to use it?

ENSURES CROSS-TRAINING

6. Do the exercises vary and teach me something new?

IS IT EXERCISE – OR ENTERTAINMENT

7. Does the program challenge and motivate me, or does it feel like it would become easy once I learned it?

GOOD FIT FOR ME

8. Does the program fit my personal goals?
9. Does the program fit my lifestyle?
10. Am I ready and willing to do the program, or would it be too stressful?

An expanded list is also available at www.sharpbrains.com/hottopics under "Brain Fitness Program: How to Select the Right One" with in-depth explanations about why each of the above questions is important.

In addition to the evaluative list, SharpBrains recently announced that the company has partnered with the Osher Lifelong Learning Institutes at UC-Berkeley and San Francisco State University (SFSU) to bring educational tools to dozens of college campuses and health centers nationwide with the introduction of the first ever national brain fitness curriculum.

The first class in the continuing education curriculum, called "Exercising Our Brains," focuses on recent scientific research and how the brain regenerates, as well as activities and exercises that individuals can do to improve memory, concentration, decision-making skills, stress management, and the ability to deal with change. The class at UC-Berkeley and SFSU is being taught by Mr. Fernandez, who holds an MBA and MA in Education from Stanford University. He will be training and certifying additional instructors this summer.

ABOUT SHARPBRAINS

Founded in 2005, SharpBrains is an online brain fitness center with state-of-the-art science-based information and programs. Our mission is to help people of all ages find and follow the best programs to meet their specific objectives by bringing to market neuroscience-based products and raising public awareness of the importance of mental exercise as a way to increase memory, concentration, decision-making and planning skills, reaction time, stress management and other core capacities. Many experts also believe brain exercise programs may help delay the onset of age-related dementias. Thousands of individuals and dozens of centers are using the programs that SharpBrains is now offering. For more information about Brain Fitness, SharpBrains and its associated products, please visit www.SharpBrains.com.