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Feed Your Brain with First Science-Based "Brain Training" -- Content Feed and Custom Content Services Announced By SharpBrains

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SharpBrains announced today the immediate release of the first-ever brain health and fitness content feed of 20 topical articles with weekly updates to follow. The SharpBrains "brain feed" makes science-based, high quality, accessible information available to consumers and professionals free of charge on a variety of 'brain training' topics. Additionally, SharpBrains will offer custom content services to news organizations, health providers and insurance companies, retirement communities, medical content suppliers, magazines and other websites interested in offering unique content on this topic to their audience.

"We are witnessing the birth of a new technology-based brain fitness market, estimated to grow to \$80-100 million this year for adults alone," said Alvaro Fernandez, CEO and co-founder of SharpBrains. "The mainstream media has started to educate adults on the importance of brain exercise. A growing number of companies are developing

science-based programs and organizations like the CDC (Center for Diseases Control and Prevention) and the Alzheimer's Association are partnering to make cognitive health a public policy priority, not to mention the commercial success of 'brain training' games such as the Nintendo Brain Age series. The time is ripe for services that help inform and guide consumers and professionals alike, building on our well-received SharpBrains 10-Point Checklist and Brain Fitness 101 eGuide."

SharpBrains is offering a weekly article in its free content feed to help website and newsletter publishers disseminate high-quality information on this emerging field of science-based brain health and fitness. Additionally, SharpBrains experts and writers are available to provide custom services to interested companies. Customer services include preparing tailored guides, brochures, and e-newsletters on the topics of brain health and brain exercise.

"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

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SharpBrains. "Most people are well-versed on the first three but are in the dark when it comes to undertaking a brain fitness regimen."

More information on these new services is available at <http://www.sharpbrains.com/articles>.

Some of articles available immediately, grouped by category, are:

Overall Brain Fitness Market

- Is there Science Behind the Growing Brain Fitness Industry?- Interview with Dr. Goldberg
- 10-Question Checklist to Select the Right Brain Fitness Program For You
- Sicko and Bill Clinton on Health and Wellness Trends
- Top 10 Trends With Baby Boomers
- Programs to Exercise Your Brain

Health and Science

- A Neuroscientist's Perspective on How to Protect Your Brain- Interview with Dr. Yaakov Stern
- New Brain Health Roadmap Announced by the CDC and Alzheimer's Association
- How Does Bill Gates' Brain Work?
- 10 Truths About Aging You May Not Know
- New Guidelines for Alzheimer's Prevention

Education and Training

- 10 Key Points on Training the Aging Workforce
- A Pediatrician on Helping your Kid with ADD or ADHD
- What is Learning? Can We Learn Better Than Apes Do?-Interview with Dr. James Zull

Self-Improvement

- Easy Steps to Improve Your Brain Health Now
- 10 Stress Management and Memory Improvement Tips
- Exercising Our Brains 101 - Why and How
- How Can I Exercise and Improve My Short-Term Memory?
- Becoming a Trading Athlete - Interview With Brett N Steenbarger


More information on these new services is available at <http://www.sharpbrains.com/articles>.

About SharpBrains

Founded in 2006, SharpBrains is the leading science-based Web Portal and Service Provider to help individuals, companies and institutions navigate brain fitness information, products and services. SharpBrains offers hundreds of posts in its blog (recently featured by Scientific American Mind and Greater Good magazines and ranked in Technorati 10,000 list), an innovative curriculum on Brain Health and Fitness at UC-Berkeley and SFSU Lifelong Learning Institutes, and the first online destination for visitors to purchase a variety of science-based brain fitness and stress management products. SharpBrains' unparalleled Scientific Advisory Board is led by Dr. Elkhonon Goldberg, Clinical Professor of Neurology at New York University School of Medicine, Diplomate of The American Board of Professional Psychology in Clinical Neuropsychology, author of "The Executive Brain" and "The Wisdom Paradox" and Chief Scientific Advisor & Co-Founder of SharpBrains. For more information about health and fitness and the brain, visit www.SharpBrains.com.




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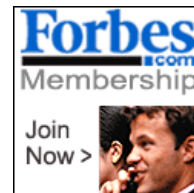
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