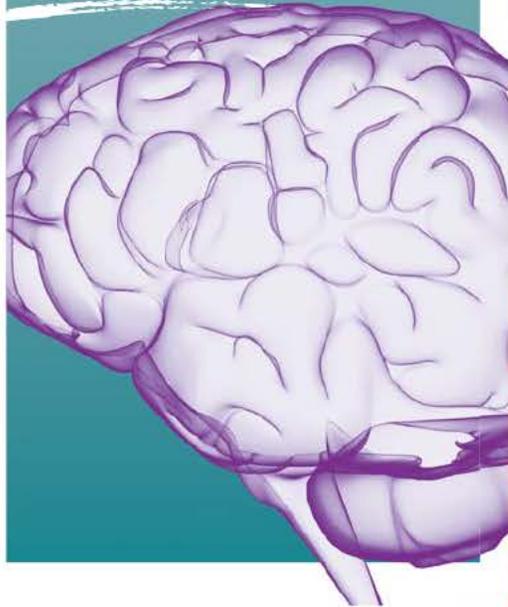


great,  
the  
for  
*money?*"



## 12 Reasons LearningRx Brain Training Is Your Best Value

- 1. TREATS THE ROOT CAUSE:** More than 80% of reading, attention, memory and learning problems are caused by one or more weak cognitive skills<sup>1</sup>. While tutoring and most therapies treat the symptoms, LearningRx brain training identifies and fixes the cause.
- 2. COSTS LESS:** Dollar-for-dollar, brain training costs much less than tutoring for reading and math gains—while at the same time solving problems and providing gains in areas that tutoring does not address.
- 3. FAST RESULTS:** Initial improvements are seen quickly and just get better from there. That means our clients—and their families—stay motivated because they see changes right away. Plus, kids and adults who come to us because they're behind in school or work discover that faster results help them get back on track sooner than later, and that builds confidence!
- 4. TRANSFERABLE GAINS:** Brain training gains are transferable to any class, subject or grade throughout your child's entire school career. That means you won't be hiring tutors for a variety of classes, or paying for tutoring year after year.
- 5. PERMANENT GAINS:** We measure the brain skills of every client before training, after training and, when possible, a year later. The gains from our programs are dramatic and permanent, as shown in our most recent report<sup>2</sup> on LearningRx training results.

**6. UNMATCHED RESULTS:** There is absolutely no other program available today getting the dramatic results that we get. And our results are scientifically measurable. We track results by testing every student before and after brain training using the gold standard of cognitive skills tests adopted by educators and doctors worldwide, the Woodcock-Johnson Tests of Cognitive Abilities and the Woodcock-Johnson Tests of Achievement<sup>3</sup>.

**7. LIFE APPLICATION:** Better mental skills improve driving skills, athletic performance, and make daily tasks easier and simpler. Our clients say that, after brain training, they can think faster, learn easier, read better, pay attention longer and remember better, too. What's more, these improvements impact every area of their lives.

**8. MAXIMUM GAIN FOR DOLLARS SPENT:** Brain training achieves in weeks and months what can take years to achieve through tutoring and other services. In the long run that means less time, less money, less effort. It also means reaching goals sooner so you can get on with your life<sup>4</sup>.

**9. RETURN ON INVESTMENT:** Our programs raise IQ an average of 15 points in 12 weeks, and 20 points in 24 weeks. And because higher IQ has been linked to college scholarships, job advancement and higher income for life<sup>5</sup>, dollars spent at LearningRx can provide impressive financial returns.

THE LINK BETWEEN IQ AND INCOME<sup>5</sup>

IQ RANGE	INCOME AT AGE 30 (ADJUSTED FOR 2012)	COLLEGE GRADS
120+	\$89,045	82%
110-119	\$76,198	56%
90-109	\$66,374	19%
80-89	\$49,591	5%
<80	\$29,723	3%

**10. CLIENT SATISFACTION:** When asked, on a scale of 1 to 10, how likely they are to recommend LearningRx to their friends, our clients give us a rating of 9.5. That's almost 20% higher than the national average and one of the highest ratings in the country.



**11. GUARANTEED RESULTS:** We are so certain of the improvements we get for our clients that we offer a guarantee. Ask your local LearningRx Center for details.

**12. UNDISPUTED LEADER IN OUR FIELD:** We are the largest one-on-one brain training company in the world. We are a completely different process than tutoring or digital, video or online brain training. Our research-based programs are clinically proven to get unmatched, dramatic results for children and adults of all ages. If you (or someone you love) are ready to think faster, read better, pay attention longer, or have a sharper memory, you've come to the right place.

<sup>1</sup> The "80%" figure comes from a review of scientifically-based studies and papers from the past 15 years and from our own data and major case studies concerning over 25,000 students. <http://www.learningrx.com/downloads/80-percent-physicians-c-04100808.pdf>  
<sup>2</sup> See our most recent [www.learningrx.com/news](http://www.learningrx.com/news)  
<sup>3</sup> From the National Longitudinal Survey conducted by the US Department of Labor's Bureau of Labor Statistics.



"One-on-one  
brain training  
sounds  
but can I get  
same results  
less



CONFIDENTIAL

LEARN 001548

It's important to comparison shop before making any investment, and LearningRx brain training is very much an investment in a better life for yourself or someone you love. That said, right now you're probably asking yourself questions like these:

- Is brain training the best value for my dollars?
- Is there anything else out there that will give me similar results for less money?

Here's information you'll want to know as you're making your decision:



### Can tutoring help?

If you're here because your son or daughter is struggling in school, you may be wondering if you can fix the problem cheaper with tutoring. Honestly, you might be able to. It depends entirely on what's causing the problem. Is the problem information-based or brain-based? Here's how to tell:

**I INFORMATION:** If your child is struggling in a single class due to missed sessions (or because the information wasn't taught well to begin with) then the problem is information-based and hiring someone to teach or reteach that information is a good solution.

**C COGNITIVE:** If your child is struggling in more than one class, is a slow reader, has struggled chronically, takes a long time doing homework, has to work overly hard to achieve good grades, or has poor memory at school or at home, the problem isn't information-based. In other words, reteaching the same information isn't going to solve the problem. Instead, the problem is being caused by one or more weak cognitive skills which can be strengthened by LearningRx brain training.

If your child needs brain training—not tutoring—here's good news from a financial standpoint:

**D DOLLAR-FOR-DOLLAR SAVINGS:** While the hourly rate for one-on-one brain training tends to be more than it is for tutoring, because we get such fast, dramatic results, you'll actually spend less on brain training. For example, according to the most comprehensive study ever done on reading tutoring, a year's worth of tutoring delivers results of one to four months gain in reading skills<sup>1</sup>. In as little as 72 hours of one-on-one brain training, however, LearningRx delivers 2.9 years of reading gains<sup>2</sup>. That's seven times the improvement of the best small group tutoring for a fourth of the cost and in less than half the time!

*Our programs are proven to raise IQ an average of 20 points in 24 weeks*

**T TRANSFERABLE GAINS:** Unlike tutoring which reteaches information, LearningRx brain training reorganizes neural connections and even creates new ones. This dramatically improves the cognitive skills that are required for your child to think, read, learn, focus and remember. These "better thinking" skills are transferable to any class, subject or grade throughout your child's entire school career. That means you won't be hiring tutors for a variety of classes, or paying tutoring fees year after year.

**L LIFELONG GAINS:** The gains from LearningRx brain training go way beyond academics. Better mental skills improve driving skills, athletic performance, and make tasks for daily living easier and simpler. Plus, our brain training programs are proven to raise IQ by an average of 20 points in 24 weeks<sup>3</sup>, which has been linked to job advancement and higher salaries for life.

### What about digital brain training games, websites and videos?

Digital brain training games are fun, and provide healthy stimulation for the brain.

Brain training done with a trainer, however, is a completely different process with vastly different results. It's like comparing apples to, say, drill sergeants. The first is a healthy choice; the second can change your life.

Researchers agree. The largest study on digital brain games followed 11,430 people playing games for six weeks. While players got better at the games, their new skills didn't transfer to school or work<sup>4</sup>. LearningRx brain training done with a trainer, however, is clinically proven to get dramatic improvements that literally change the way the brain performs in school, work and daily life.

The "personal training" aspect is the key. When you're really serious about changing your body where do you turn for the most dramatic results? Do you buy an exercise video, or do you hire a personal trainer committed to getting you out of your comfort zone and into your better life? Brain training works the same way!

### What about other therapies?

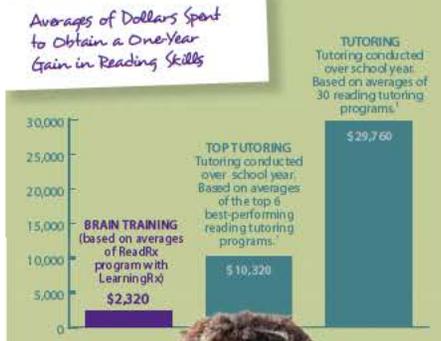
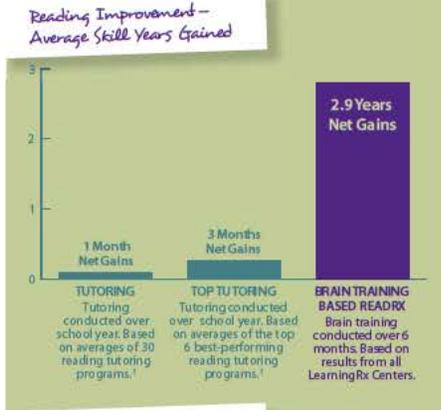
If other therapies are needed, LearningRx one-on-one brain training provides a game-changing foundation. One mother, whose son went through several therapies before coming to LearningRx, says one-on-one brain training improved her son's thinking, processing and memory skills so dramatically that, without a doubt, doing brain training first would have made everything else much more effective.

### If you're still wondering if LearningRx brain training is right for you or someone you love, read this:

Consistently, year after year, our results are absolutely unmatched. No other company, program or system gets anything close to the clinically-proven and dramatic improvements in mental performance that we get for our clients.

The largest one-on-one brain training company in the world, LearningRx is both a pioneer and the undisputed leader in our field. We specialize in taking the latest in brain science and applying it to help kids and adults get faster, smarter brains. We can absolutely do the same for you or someone you love.

1. Based on a Chicago School District study following 56,000 students. For the full study, visit [http://www.learningrx.com/downloads/CPS\\_Reading\\_Tutoring\\_Study.pdf](http://www.learningrx.com/downloads/CPS_Reading_Tutoring_Study.pdf)  
2. See our results at [www.learningrx.com/results](http://www.learningrx.com/results)  
3. Study conducted by the Medical Research Council's Cognition and Brain Sciences Unit and published in the online journal Nature April 24, 2010. <http://www.nature.com/news/2010/01/0142010a64464111a.html>



CONFIDENTIAL

LEARN 001549

# BRAIN TRAINING IMPROVES GRADES AND RAISES IQ BY 15 POINTS OR MORE

**And it only gets better from there.**



*How do I measure results?  
Higher grades kept him on the team plus he's playing better than ever!*

*My wife signed our son up for the program, after 3 or 4 weeks, all the other kids in the class were still struggling to read, but our son's teacher could see as well as his dad, there is a real difference in his ability to focus on the task and in the classroom. Thanks for making a real difference in our son's life and all the lives in Madison, WI*

*"My daughter is happier because of LearningRx. She does not have to work as long on homework, and is more confident. LearningRx has made an outstanding change in her life. This program helped her get ahead in a class and in life. We are totally thrilled by our LearningRx experience."*  
-T. in Chandler, AZ

*How do I measure results?  
More smiles. Louder voice.*



*How do I measure results?  
11 batteries in 5 months.*

*"I just had to tell you about our vacations. After reading those 3,500-400 page books, we could not tear them away. We even said 'Turn off the TV - I want to read.' This is totally amazing! Dave and I are thrilled and we know it's the LearningRx program he is doing that has made the difference."*  
-L and U. in Santa Monica, CA



*How will I measure results?  
Lifetime success in a career that she loves!*

*"Our daughter's attitude and IQ have been improved dramatically! (and) her test results improved more than we expected. I would recommend this program to any parents. The only one daughter has learned are going to help her for the rest of her life."*  
-TM in Clarinda, IA



*Improvements in Overall Brain Skills*

37 → +29 → 66

*What is parent's rank? Improving up 100 students based on test scores. If a student's parent's rank is 25, for example, it means that student scored as high as 25 of the 100 students. In our group, this student would be 25th in line. The brain chart shows improvement.*

*Improvements in Reading*

35 → +18 → 53

*In less than 30 months, our rights students, on average, "move up in line" in reading skills 18 places out of 100! They also advance their reading skills by 2.9 years.*

**Our results look great on a chart.**

## THEY LOOK EVEN BETTER IN REAL LIFE.

**Why should brain training matter to you and your family?**

- Brain training strengthens cognitive skills, which are the building blocks for learning and problem-solving.
- LearningRx brain training programs are research-based. We are constantly evaluating our results, and applying the latest research to modify and improve our programs.
- Finally, at LearningRx, we measure the gains of every student using the gold standard of cognitive tests.

**Testing Our Results**

are not only measurable, they are matched by any other program out there, including tutoring.

Above all, cognitive skills determine how successful we are at processing and providing information at school at work and in life. Stronger cognitive skills mean greater success in every area of day-to-day life.

The results are in. Brain training changes lives. How will it change yours?



*Who can brain training help?*

**Who can benefit from LearningRx brain training?**

## WHO NEEDS A FASTER, STRONGER BRAIN?

Brain training is helping results in the lives of kids and adults of all ages. People who can benefit include:

- Struggling students
- Successful students who want to rise above the crowd
- Kids and adults with Autism, ADD/ADHD, Asperger's, dyslexia or other learning disabilities
- Career adults seeking self-improvement
- Senior adults who want to stay mentally sharp
- Stroke and accident victims who want to regain lost brain function

If you or someone you know could benefit from the life-changing results of brain training, why wait another day? Call LearningRx now.



*Who can brain training help?*

To learn more about our statistics and research, visit our LearningRx Blog at [learningrx.com/news](http://learningrx.com/news) or for more information, visit [learningrx.com/contact-us](http://learningrx.com/contact-us)

CONFIDENTIAL

LEARN 001485



# Life Changing!

*Real stories. Real families. Real brain training.*



## RESCUING A TEENAGE DAUGHTER FROM DESPAIR

SEE PAGE 2

### PLUS:

- Hurricane Irene specialist came "this close" to being fired! 4
- "The Biggest Loser" reality TV stars get fit in body and brain 6
- Everything you've always wanted to know about brain training (but didn't know who to ask) 8
- "Your son isn't the same kid anymore. What happened?" 10
- Doctors woke up his brain, but could they turn him from a child back to a man? 12
- The value of a better brain 14



VOL. 1 ISSUE 1



## Rescuing a Daughter From Despair

> “How long has your daughter been missing?”

It was a father's nightmare. Even as I answered the officer's questions, my mind was racing. What else could I do to find her? I'd searched Ariel's school. I'd left messages with her friends. Best I could tell, my sixteen-year-old had disappeared between her last class and getting on the bus to come home.

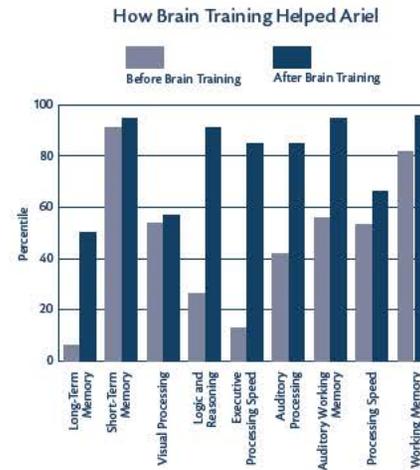
This crisis was coming after a heartbreaking year or two, with Ariel hanging around with the wrong kids and making some poor choices.

The problems began when she started high school. There hadn't been one big sign, just lots of little ones. Like how, on Sunday nights, if my wife or I mentioned school the next day, Ariel's demeanor would change and she'd say “I know,” in a defeated voice. Or how I'd tell her about a book I thought she'd enjoy and, instead of getting excited like she used to, she'd frown and say, “No thanks, I don't like reading.” Or the fact that she was spending hours doing homework every night and her grades were still dropping.

I remember looking at one report card and saying, “Honey, you have to get better grades than these.” Her voice brimmed with frustration and defeat as she said, “Dad, I can't do it. I'm not smart enough.”

A doctor put Ariel on ADD medication and, initially, it helped. Then the side effects kicked in: headaches, quick temper, loss of appetite, serious insomnia and depression. She woke up every morning looking drawn and exhausted.

2 | LearningRx



Ariel simply gave up—on education, on her future, on everything. She started skipping school. Getting in trouble.

And now she had run away.

Late that night, we discovered her at a friend's house and brought her home. Ariel was safe—for the moment. But we had to find answers and fast. We started researching various learning centers and tutoring options. We spent hours talking with people from Sylvan® and other centers. When we saw an ad for LearningRx, we began researching brain training, too. I knew we could go to a tutoring center and Ariel would perform better in math or English. But we needed something that would help her with all facets of thinking, learning, and life, and LearningRx was the only system that did that.

Weeks into the program, we started seeing changes. Homework took less time, and school started making more sense. She also got completely off ADD medications. The brain training exercises got a lot easier, too. We did the Partner program, where she did half her training at the center

and half with me at home. The accomplishments were all hers, but it was something we did together, and it was a huge bonding experience for us.

Today Ariel says that LearningRx gave her confidence, hope and a future. She graduated from high school and is going to college. She's going to be a nurse.

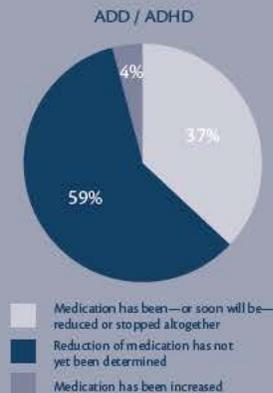
I watched my child go from having no hope and no thoughts of the future, to having dreams and hopes. I was losing my baby girl, and now I have her back. | Rx

—Danne Zeigler



### Link Between Brain Training and ADD / ADHD Meds

Of the students who come to LearningRx on medication for ADD or ADHD, 37% report being able to reduce or stop medication before their brain training is even completed!



Sylvan® is a registered trademark of Sylvan Learning Centers. LearningRx is not affiliated with Sylvan Learning Centers. Sylvan Learning Centers is a registered trademark of Sylvan Learning Centers. The use of this logo is not intended to imply any relationship between LearningRx and Sylvan Learning Centers.

Real stories. Real families. Real brain training. | 3

# Hurricane Irene Forecaster was "This Close" to being Fired

> "You don't deserve to be in the Navy," announced the lieutenant, speaking for a panel of my superiors.



"You have 30 days to save your career."

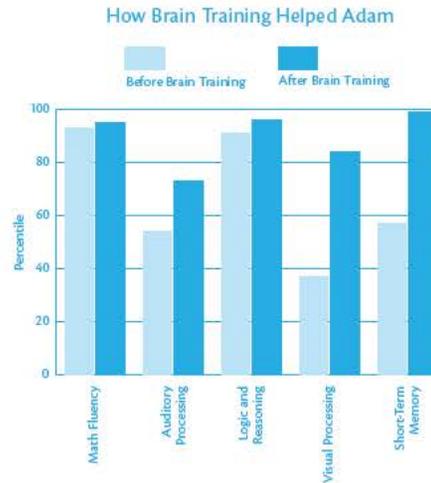
It was the ultimate "shape up or ship out." Scared and upset, I called my family and asked them to pray. I could be fired in a month! I needed help and I needed it fast!

That evening my girlfriend suggested I call LearningRx. Their programs, she said, improved memory and concentration and even raised IQ. With nowhere else to turn, I signed up.

I began meeting with a brain training coach five days a week for 12 weeks. That first week, I still made mistakes at work but was faster at correcting them. Soon I was catching my mistakes before my forecasts left my desk.

A few weeks later, I was driving and looked down to adjust my car's air conditioner. When I looked up, the car in front of me had stopped abruptly—I was speeding at 45 mph straight toward brake lights! The next

"You're a hindrance. A burden. Dead weight." I was a meteorologist in the Navy and loved my job but, honestly, I'd been struggling. Out of every 20 forecasts I'd make, half would have errors, and I often couldn't remember directions or passwords. Still, the lieutenant's next words shocked me.



### Higher IQ for all ages

Sharper mental skills enhance every area of life at every stage of life, which is why our clients include busy parents, fast-track professionals, senior adults, professional and weekend athletes, and others.

Personalized one-on-one brain training strengthens the cognitive skills that make up IQ and make thinking and remembering easier than before. And—thanks to neuroplasticity, which is the brain's ability to grow and change throughout your entire life—brain training works for every age!

+15 IQ Points

thing I knew, I was in the next lane driving smoothly around the stopped vehicle. I was blown away. I'd never reacted that quickly before. My brain was truly processing information and making decisions faster than ever!

In the following months, I got a promotion. Then another one.

Shortly after that, I appeared before a committee to become certified to forecast hurricanes. After an intense round of questioning, they asked me to step outside. When I returned, I looked at everyone's somber expressions and my heart sank. Then I noticed a tiny smile in the corner of the mouth of one officer. He asked, "How do you think you did?"

"I studied hard, sir. I did the best I could."

He nodded. "You not only passed, sailor, you gave the best qualification board performance this committee has seen in six months."

The lieutenant who had called me a "burden" eight months ago was the first in line to shake my hand.

Recently the East Coast was pummeled by Hurricane Irene. As the storm formed off the Atlantic coast, the base where I was stationed in Virginia assembled a select team of forecasters to track the hurricane and issue warnings to the military and the public. I was hand-picked to join this team.

In 18 months, I went from almost being kicked out of the Navy, to being promoted to assistant supervisor and division trainer—and being told I'd become one of the most sought-after hurricane forecasters.

God answered my prayers and those of my family. And a big part of that answer was LearningRx. | Rx

—Adam Hill



# After Losing 256 Pounds on "The Biggest Loser," Phil and Amy Compare Training Your Brain to Training Your Body

> Phil Parham dreaded his son's kindergarten graduation.



He'd been excited the first time Rhett graduated from kindergarten. He'd even been pleased the second time. But this would be the third time his son Rhett, who had been diagnosed with autism, would "graduate" from kindergarten. As Phil watched all the other parents glow over this milestone in their children's lives, he couldn't help but feel that this "milestone" for his family seemed more like a millstone. Would Rhett ever be able to do well in school? Have a job? Succeed in life?

Phil's wife, Amy, also mourned the loss of dreams for a "normal" life for their son. She says that, to cope with the stress and emotional pain, she and her husband turned to food for comfort, packing on close to 300 unwanted pounds.

Life changed dramatically for the couple, however, after competing

in season six of "The Biggest Loser." Phil and Amy not only lost a combined total of 256 pounds on the hit reality weight loss TV show, they were contacted by Becky McLaughlin, the director of a LearningRx center near their home.

"I saw your story on TV," Becky told them. "I know your son has autism, and I can help."

The couple was skeptical, having tried every treatment under the sun. But they agreed, and now say that, for their autistic son, one-on-one brain training has been life changing. "Doctors had told us there were so many things Rhett could never do. Now he's in regular classes, he's reading on grade level, he's doing well in math like never before. We attended LearningRx two years ago, and we're still seeing the results of that training. He's building on the gains that were made during that time. I can't say enough good things about LearningRx."

Phil adds, "Somebody who knew what they were doing came along and helped us dream again and get a new vision for what was possible."

Today the reality show celebrities are passionate about helping people get healthy, and they travel nationwide conducting 90-Day Fitness Challenges.

They are also passionate about LearningRx. With a second son currently enrolled in brain training, they're seeing the impact that working with a brain coach can have on entire families. "Our other son doesn't have autism, but he's a teenager," Phil says with a grin. "Need I say more?"

Phil and Amy have tried brain training themselves and agree that—just as they needed personal trainers Bob and Jillian from "The Biggest Loser" to push them to their best shape physically—working



Phil and Amy before

with a personal brain trainer is the most effective way to get in shape mentally.

"People will spend thousands on gym memberships," Amy says, "but how much more important is it to think clearly?"

Everybody can benefit from sharpening their brain. There are all kinds of reasons to have a coach for your brain just like you have for your body." | Rx



**Meet Phil and Amy at  
a Community Autism  
Resources Forum in  
Your City**

Phil and Amy are touring the country speaking about physical fitness and brain fitness, too. Humorous and endearing, the couple also share openly about the impact of autism on their family, and the differences in their lives after brain training. Visit [www.learningrx.com/autismtour](http://www.learningrx.com/autismtour) to see when they are coming to your city!

# Q & A

## Q: What is brain training?

- A:** Brain training literally gives kids and adults faster, smarter brains through a series of intense mental exercises that strengthen core cognitive skills. These are the underlying skills that make up IQ and equip your brain to efficiently handle day-to-day tasks like thinking, learning, reading and remembering. These cognitive skills can be “beefed up,” so to speak. You know how physical exercise gives you a stronger, faster body? Mental exercise—done in the right sequence and under the right conditions—gives you a stronger, faster brain.

## Q: Is there an age limit when brain training is most effective?

- A:** Not at all. The science of brain training is based on neuroplasticity, which refers to the brain’s lifelong ability to grow and change. At every age and stage in life, your brain can increase existing neural pathways and even create new ones. This means the way you think and learn—even your IQ!—is never set in stone. It can always be changed and improved.

## Q: How do your programs work?

- A:** Our research-based programs consist of customized mental exercises, done one-on-one with a personal brain trainer over 12 to 32 weeks. The “personal training” aspect of what we do is key. This is because, for brain training to be effective, it must incorporate five key ingredients—practice, intensity, sequencing, loading and immediate feedback—and the absolute best way to accomplish these elements is by working with a personal brain trainer.

## Q: Can’t I improve my brain by myself, using puzzles and online games?

- A:** Online games and puzzles are always great things. Think of them like eating an apple instead of chips, or taking the stairs instead of the elevator. But when you’re looking for dramatic changes, you need something more. When you’re serious about changing your body, you hire a personal trainer. In the same way, when you’re serious about changing your brain, you hire a personal brain trainer.

## Q: What differences can I expect after brain training?

- A:** Our students gain an average of 15 to 20 points in IQ, and move up an average of 30 percentile points. But we don’t just change brains; we change lives. Kids, adults, athletes, senior adults—as well as people with ADHD, dyslexia, autism, even traumatic brain injuries—who go through our programs say the differences in their lives are dramatic! They say they can think, learn and remember better than ever! A faster, stronger brain improves performance at school, at work, in sports—even behind the wheel of a car.



To see LearningRx’s comprehensive Results Report, go to [learningrx.com/results](https://learningrx.com/results) or scan this image with your smartphone:

## Q: How do I get started?

- A:** The first step is to call the LearningRx brain training center near you. They’ll answer any questions you may have (they can even give you a free brain training demonstration if you’d like one!). The next step is to schedule a comprehensive cognitive skills assessment. We use the Woodcock Johnson III, which is the gold standard of cognitive skills testing. You’ll learn which cognitive skills are weak, how those weak skills are impacting daily life, and how they can be targeted and strengthened through a customized brain training program.

# “Your son isn’t the same kid anymore. What happened?”

> I’ll be honest, it hurt to listen to him read.

But that wasn’t the worst of it. By the time my son Dillon reached high school, he seemed ticked off most of the time. He was acting out in class. He was disrespectful. Teachers would call me at home and tell me, “Your son needs to be more respectful in class.” As if I didn’t know!

At home, I’d tell him to study for a test and he’d refuse. He’d say, “I don’t have to study. I understood the homework.” And he had. So why did he fail every test?

After we got him tested at LearningRx, it all made sense, because his short-term and working memory skills were really weak. Now we realize he really did understand the concepts as he learned them; he just couldn’t hang onto them. No wonder he was

frustrated and mad at the world. We kept thinking he was lazy. To motivate him to work harder, we took his cell phone away, took his car away, but it never seemed to work out like we’d hoped.

It makes so much sense, looking back, now that we know what was going on!

Within weeks of starting brain training he was doing things he never could have done before. The first thing I noticed was that Dillon wasn’t spending nearly as much time struggling over homework. In fact, he finished his assignments so quickly that I wondered if he was actually doing the work! The only thing that convinced me was the improvement in his grades as C’s and D’s turned into A’s and B’s.

Before long, he was using his cell phone at school to snap pictures of A’s on tests and homework assignments and text them to me, too excited to wait until he got home to show me the good news!

But what I really loved was that Dillon

simply became a happier, more confident kid, both at school and at home. Suddenly he didn’t have to fight so hard. The kid that teachers used to call and complain about was suddenly behaving better in class.

His literature teacher, who had Dillon as a student before and after brain training, told me my son was a different kid.

In chemistry, he did so well that he started tutoring other kids. He actually told me, “Mom, this stuff is easy.” I’d never heard that before!

His final year of school, he was taking the kinds of tough classes he never would have attempted before brain training, including honors chemistry and an advanced calculus class.

To this day he’ll try something new and say, “Mom, before LearningRx I couldn’t have done that.”

You can say that again. | Rx

—Shannon Graham

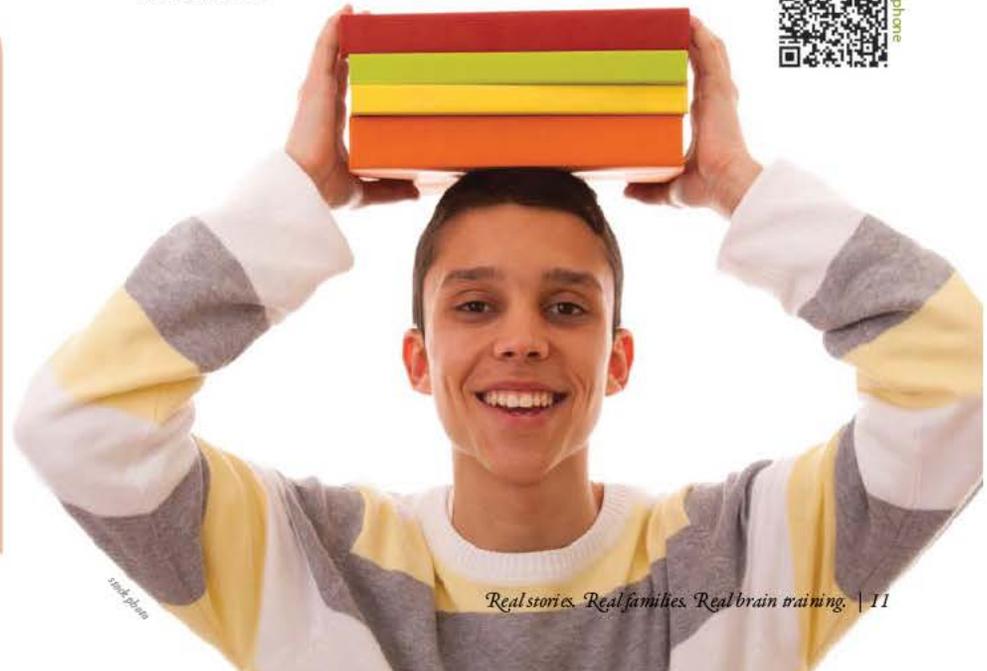


## Reading Improvements

Reading, perhaps more than any other academic challenge, depends on strong cognitive skills for consistent success.

Students who come to us to improve their reading, on average, see a **2.9 year gain in age-equivalent reading skills.**

What’s significant is that these gains are consistent regardless of where a student initially ranked in reading. This means that students who test far behind their peers—as well as students who test equal to or even above their peers—still improve their reading skills by about three years.





Immediately following the motorcycle accident that left the 33-year-old vice president and father of two severely brain injured, doctors worked frantically to save John's life. With John finally stable but comatose, they turned to an even more daunting task: They needed to "wake up" his brain.

The first thing they did was tape his eyes open to stimulate his brain. Other days they put ice on his face. His mother explains, "It seemed cruel, but they were trying to get him out of the darkness. It was like a coffin with a glass lid—he could see out, but couldn't interact with the world he could see."

Eleven months after the accident, John still wasn't speaking or making

## DOCTORS WOKE UP HIS BRAIN...

# NOW WHAT?

> John woke up, spotted the bulky diaper around his hips and wondered how he was supposed to get his blue jeans up over *that!*

That's the first thing he remembers after spending 70 days in a coma, undergoing three brain surgeries, and spending nine more months in a semi-coma.

eye contact. One day a speech therapist walked into John's room, looked at John and his mother and said, "Hey John, who's this with you?" (not expecting him to respond, of course!)

John said, "Mom." It was his first word in 335 days.

He went home the following week. But six months later, John still couldn't remember anything longer than a minute. He got disoriented if left alone even briefly. He couldn't taste or smell and saw everything through what he described as a watery tunnel. And conversations were near impossible. He had no "filter," talking loudly nonstop and expressing every random thought lest he forget it.

His dad says, "After someone with a

TBI comes home, what then? How do you get them back where they can function, have a job, do their thing?"

The family heard about something called "brain training" and called LearningRx, the largest one-on-one brain training company in the world.

In an initial brain training session, John told his trainer he didn't need

a better memory. She asked, "How do you remember things?"

"I put it in my cell phone."

"Where's your cell phone now?"

He got quiet. "I can't remember."

Within weeks, John could tell when he was talking too loud and would quiet himself. As his memory improved, so did his social skills. Suddenly he could hang

onto thoughts, sort them, and express what was appropriate.

One day his trainer asked where his cell phone was. He laughed and said, "It's lying face down in the cup holder in the front seat of the car."

Before coming to LearningRx, John's brain was functioning at the level of a four-year-old. Training is ongoing, but

at this point he's functioning at the level of a young adult. His family is thrilled. They credit doctors with saving John's life and waking up his brain. But they thank LearningRx for turning John from a child back into a man. | Rx



(L) John in the hospital with his dad. (R) John today.



### Traumatic Brain Injuries

The news is filled with stories of soldiers, professional athletes, kids in sports, and public figures coping with the debilitating effects of even "minor" TBIs such as concussions.

TBI victims experience headaches, learning challenges, slower thinking and decision-making, memory loss, depression and even losses in career and income. The good news is that intense one-on-one brain training offers unprecedented hope for people with TBI. The results are not only dramatic, they're measureable and permanent.

How Brain Training Helped John



# The Value of a Better Brain

Is Brain Training Worth the Cost?

## Brain Training: A Smart Investment

LearningRx brain training—done one-on-one in a coaching environment—raises IQ by an average of 15 to 20 points, which statistics link to higher salaries. In fact, a study by the US Department of Labor Statistics showed that a gain of even 10 IQ points can result in a \$9,000 to \$18,000 increase in annual earnings. Multiply that by 40 years of employment and the numbers become even more impressive!

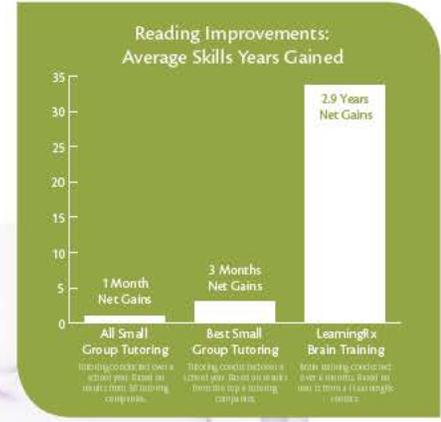
LearningRx brain training is proven to increase IQ by an average of 15 points or more. That means for every dollar spent on brain training, there's a return of \$127 over a client's lifetime.

IQ Range	Income at age 30 (adjusted for 2010)
120+	\$83,933
110-119	\$71,824
90-109	\$62,564
80-89	\$46,744
<80	\$28,017

## How Does Brain Training Compare to Tutoring?

Statistics show that, dollar for dollar, brain training is seven times more effective than tutoring. This is because, while the hourly rate for one-on-one brain training is more than the hourly rate for group tutoring, brain training produces results so quickly that it can cost literally thousands of dollars less than tutoring for the same improvements!

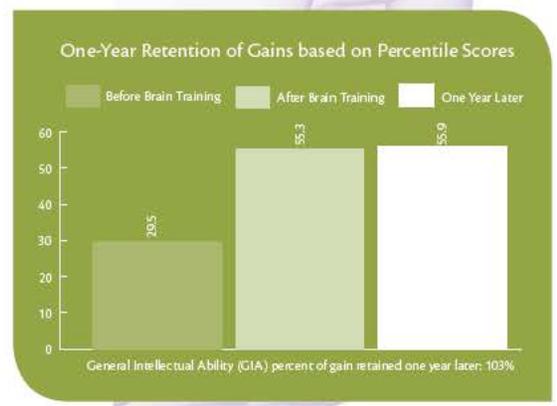
Plus, tutoring reteaches information that a student might not have grasped the first time around. Brain training physically reorganizes neural pathways, creating a faster, smarter brain for a lifetime!



## Does It Last?

Our programs create results that are dramatic and lasting—and we've got the numbers to prove it! Using the gold standard of cognitive skills testing—the Woodcock Johnson III—we measure the cognitive skills of every client before and after brain training. Whenever possible, we measure again a full year later.

But don't take our word for it. Check out these "General Intellectual Ability" (also known as IQ) scores of clients tested before brain training, immediately after brain training, and a year later. Twelve months after completing their programs, our clients retained 103% of their gains! That means their IQ scores have not only held steady, they've actually continued to increase!



# Brain Training is Life Changing

LearningRx brain training helps:

- Struggling students learn easier
- Good students excel
- Career adults gain a competitive edge
- Weekend and professional athletes think faster on their feet
- Senior adults stay mentally sharp
- Stroke and TBI victims regain lost brain function
- Kids and adults find answers for ADHD, autism, dyslexia, learning challenges and more!



Scan with your  
smartphone

**LearningRx**<sup>™</sup>  
train the brain. get smarter. guaranteed.

Colorado Springs North  
7075 Campus Drive, Suite 202  
Colorado Springs, CO 80920

To watch videos related to each of the stories in this issue, scan the QR code after each article or visit [learningrx.com/life-changing](http://learningrx.com/life-changing). *Life Changing* is published by LearningRx, the largest one-on-one brain training company in the world.



*A faster, smarter brain improves performance at school, at work, in sports—even behind the wheel of a car! Is brain training right for you or someone you love? Take advantage of the coupons below and take the first step to finding out!*

## What's real brain training like? Come see for yourself!

You are personally invited to visit our center for a complimentary brain training demonstration. Call us today to find out more!

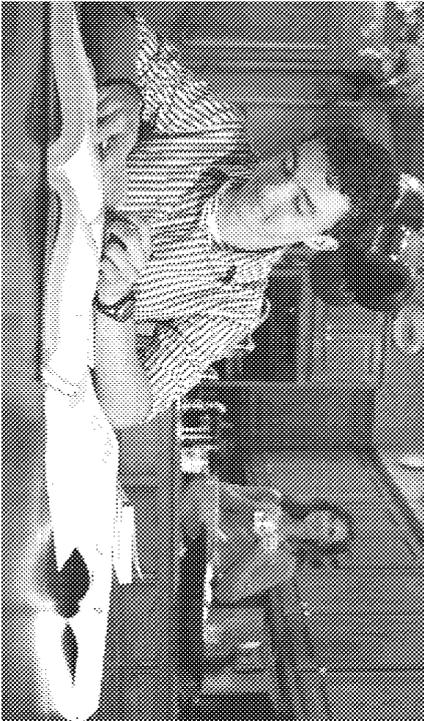
**719-550-8263**

## Get Started This Week! Save \$50!

Schedule a comprehensive Cognitive Skills Assessment today  
Testing regularly priced at \$299

**719-550-8263**

[www.learningrx.com/colorado-springs-north](http://www.learningrx.com/colorado-springs-north)



***Don't just study for your College Entrance Exam, train for it!***

LearningRx is both the short-term solution to preparing for the ACT or SAT and the long-term solution to preparing for life!

One-on-one brain training at LearningRx improves the way the brain performs. Testing uncovers core strengths and weaknesses. Clinically proven training strengthens skills like memory, logic and reasoning, and processing speed and puts you at the top of your game!

Tens of thousands of LearningRx graduates have proven the results. IQ increases an average of 15 points. Reading skills improve an average 3.1 years in just six months.

**Don't wait! Call today to schedule a comprehensive Cognitive Skills Assessment. Mention this ad and save \$50 (Regularly \$199).**

**LearningRx**<sup>TM</sup>  
train the brain. get smarter.  
guaranteed.

150 Springside Dr., Suite B-240 • Akron, OH 44333

**(330) 668-9711**

[www.learningrx.com/lakron-bath](http://www.learningrx.com/lakron-bath)

CONFIDENTIAL

LEARN 007809



## LearningRx Works!

As the largest one-on-one brain training company in the world, we get unmatched results with our unique “personal trainer” approach, raising IQ an average of 15 points and improving mental skills an average of 30 percentile points. No other program—including video brain games, tutoring or brain training websites—gets the dramatic, measurable results that we get. Our programs guarantee improvements for:

- Students of all ages wanting to perform better in school
- Kids and adults with ADHD, autism, dyslexia and learning disabilities
- Beginning students (pre-K through 1st grade) for a strong launch into a lifetime of learning success
- Working adults looking to excel in their careers
- Senior adults who want to stay mentally sharp
- Victims of strokes and traumatic brain injuries

To discover how brain training can help you or someone you love, call or visit a LearningRx Brain Training Center near you:

# ENRICHMENT

LearningRx Brain Training

Looking to excel in school?  
In your career? In life?

Brain training can help you perform better in the classroom, on the athletic field, on the job—even behind the wheel of a car.

AUDITORY PROCESSING

DIVIDE ATTENTION

LOGIC & REASONING

LONG-TERM MEMORY

SHORT-TERM MEMORY

PLANNING

PROCESSING SPEED

SELECTIVE ATTENTION

SUSTAINED ATTENTION

VISUAL PROCESSING

WORD ATTACK

WORKING MEMORY

*Train the Brain. Get Smarter. Guaranteed.*

©2012 LearningRx, Inc. All Rights Reserved.

CONFIDENTIAL

LEARN 001427

Exhibit E

## **New Year, New Brain**

### **Understanding the Brain's Ability to Change - at Any Age**

In some ways, your brain is fragile – prone to damage by even a slight bump against your skull or an untreated infection.

But the flip side of this fascinating “hub” is its amazing ability to rewire and repair itself. Neural signals hitting roadblocks from damaged tissues (such as from a concussion) can be rerouted to an alternative path. Damaged areas of the brain can be trained to function properly once again. And even a healthy brain can be trained to work faster and more effectively. This ability to change at any age is called “neuroplasticity,” and the depth of its potential becomes more understood as medical advances like Functional Magnetic Resonance Imaging (fMRI) allow us to actually see the brain at work.

There are plenty of testaments to the brain's ability to change. Children with severe dyslexia have actually “rewired” their brains after undergoing programs to strengthen auditory processing skills, like phonemic awareness. Teens with ADHD who have undergone cognitive skills training for one or more of the three types of attention have shed their label and gotten off stimulant medication for good. Seniors with age-related cognitive decline have seen incredible results in restoring memory function to delay the onset of dementia. But perhaps most impressive is the miraculous recovery seen in soldiers, athletes and accident victims who have experienced a significant traumatic brain injury.

Take John Keller. In February of 2008, John had decided to sell his motorcycle and was taking it for a farewell ride when he was broadsided by a sedan. He was catapulted 150 feet into the air and landed half a football field away. “I woke up 11 months later and 350 miles away in a rehab center in Houston, Texas,” explains John. “The first thing I noticed was that I was wearing diapers. I had no idea where I was. I certainly didn't know I'd been in three different hospitals and a nursing home. I didn't know about the traumatic brain injury or the 14 surgeries, or that I hadn't walked, talked or eaten for almost a year.”

The day John left the hospital, even the doctors and nursing staff were saying it was a miracle.

Two years after his accident, John's body was healed, but not his brain. He was functioning at the level of a four-year-old. His family enrolled him in a one-on-one brain training program. John was paired with a personal brain trainer and for an hour a day, five days a week they did intensive, customized brain training exercises to strengthen John's cognitive skills. It was a long, hard battle, but the results were life changing.

The before and after measurements of his cognitive skills were incredible. His long-term memory jumped from the first percentile to the fifty-first. His visual and auditory processing skills showed even greater improvement. Logic and reasoning improved by 40 percentile points, from the nineteenth to the fifty-ninth percentile. Finally, his processing speed and executive processing speed showed

tremendous improvements as well. Best of all, the changes in John's brain were permanent.

Fast forward to present day. John has done public speaking about his recovery and continues to receive invitations to speak. A Houston television station aired a story about him. National Public Radio interviewed him for a story on Congresswoman Gabrielle Giffords following the tragic shooting that left her with a much-publicized traumatic brain injury. Chicken Soup for the Soul featured John's story as a chapter in the book "Boost Your Brain Power." LearningRx, the brain training company that helped John rewire his brain and recover his cognitive function, chose him (out of students at more than 80 centers across the country) as its 2011 Student of the Year. In an effort to give others hope, John visits brain-injured patients, encouraging them and their families not to give up in their journey to get back to "normalcy" because he knows the brain is capable of miracles.

While John's case is an example of the extreme spectrums of cognitive function, you don't need to have a traumatic brain injury to see significant improvements from brain training. Kids and adults who go through one-on-one intensive cognitive skills training – including those with autism, ADHD, dyslexia, age-related cognitive decline and math struggles – see dramatic improvements in their lives. Brain training graduates think, learn and remember better, and a faster stronger brain improves performance at school, work and in sports.

Like John Keller, you can put neuroplasticity to work for you. You're never too old (or young!) to change your brain and create a smarter you!

#### **SIDEBAR:**

In addition to enrolling in a brain training program, there are things you can do to keep your most complex organ healthy. Here are seven tips to get you started:

1. **Increase your omega-3 intake.** Studies show that consuming coldwater fish, like tuna, salmon and trout can help the benefit the brain because of the omega-3 fatty acids. If you don't eat fish, talk to a dietitian about fish oil supplements.
2. **Consider acupressure.** Studies of veterans returning with combat-related mild traumatic brain injury have indicated a link between acupressure treatments and enhanced cognitive function – especially working memory.
3. **Avoid foods that cause allergies.** Even slight food allergies can cause "brain fog."
4. **Exercise.** Aerobic exercise improves oxygen supplies to the brain, which helps it repair itself and function properly. If you can't exercise, practice meditation and deep breathing.
5. **Keep your glucose in check.** Dips or surges in blood glucose levels can affect concentration and processing speed.
6. **Get enough sleep.** A lack of sleep has been linked to decreased attentiveness, response time and short-term memory. Not to mention, the brain does its best healing and "spring cleaning" during sleep.
7. **Increase your antioxidant intake.** Dark-skinned fruits and vegetables, nuts and curry have all been found to keep the brain healthy.

**INSIDE** YOUR GUIDE TO WHO & WHAT BRAIN TRAINING CAN HELP

Autism

Asperger's

ADHD

Attention Issues

Adult Students

College Freshmen

Preschoolers

First Graders

Advanced Students

Reading Problems

Dyslexia

Struggling Students

Memory

Math Skills

Stroke Recovery

Senior Adults

TBI Recovery

Career Adults

College Prep

PDD

Athletes

and much more...

# Brain Training

**What it is, how it works, and  
why you should care.**

Learning Rx<sup>TM</sup>

# Brain Training

What it is, how it works, and why you should care.

*Billy Simpson was a bright 15-year-old kid who was struggling through high school. College was out of the question. Now, Billy is a bright young man who is excelling in his junior year at a major university and looks forward to a lifetime of opportunities and success. What happened?*

*Chad Simonyi was a young father struggling to complete the training he needed for work advancement. In fact, he read so poorly that he was even embarrassed to try reading to his young son. Chad is now enjoying the challenge and the extra income that comes with his new position at work. His new favorite pastime? Watching his son doze off to sleep as he reads to him at night. What happened?*

*Andrea Kohler started out excited about school, but by the time she started third grade, she was discouraged, frustrated, and beginning to withdraw. She is getting great grades in fourth grade now, and showing renewed self-confidence. What happened?*

**What made the difference?** Every one of these lives was touched by the power of brain training.

## What is brain training?

Simply stated, brain training changes your capacity to think and learn. For years—literally for over a century—it was presumed that intelligence potential was fixed at birth. As a result, it was thought that learning disabilities were permanent. Science has now proven that neither is true. In fact, the brain can be strengthened and IQ increased.

## How does it work?

Research has identified cognitive skills as the root source of learning. Brain training describes a set of revolutionary new techniques developed by brain researchers and educators that test, target, and strengthen specific mental skills. If mental skills—such as auditory processing and memory—are strong, learning comes easily and naturally. If skill weaknesses remain hidden, a student will face occasional or even chronic learning, reading, and performance struggles. Strengthening weak skills is the key.

This is where personalized brain training excels. It is like a personal trainer at the gym. She will design strategic exercises to target your specific areas

of need. Then she works one-on-one to help you execute those personalized exercises to maximize results. In a similar way, a professional brain trainer reviews cognitive skills test data, uses exercises that target any skill weaknesses, then works with you or your child one-on-one to produce dramatic changes in learning abilities and performance.

## Why should you care?

Success tomorrow depends on good choices today. A 2005 study in one of the nation's largest school districts revealed that one year of small group tutoring added only one additional month of reading proficiency to students' reading levels. In contrast, brain training combined with reading instruction produced over 3.5 years of improvement in 6 months. Nothing else can do what brain training can do.





Brain training can give you the best opportunity for success. Start by asking the right questions.

## My Personal Journey

**Does your student struggle to learn or read?** I understand because I was one of them.

As a child I simply could not read fluently. Back then, little was known about the specifics of learning and reading struggles; I was on my own.

By today's standards I would be labeled dyslexic. I studied 5 minutes before spelling tests and scored 100%, but failed the 6-week reviews. I couldn't sound out words, or remember things very well.



**Dr. Ken Gibson**  
LearningRx Founder  
and President

It was difficult, but I compensated for my weaknesses, worked excessively hard, and persevered through a professional graduate program.

Over the years I learned that I wasn't unique in my reading struggles. That motivated me to co-create the cognitive skills programs that form the foundation of LearningRx today.

Each positive result fueled my motivation to help more children achieve, or exceed, the academic level of their peers. Our brain training programs have succeeded beyond my expectations.

On average, we get twice the results in less than half the time of tutoring or other learning or reading programs available to parents today.

With advancements in research and new available training, accepting labels like "dyslexic", settling for low learning potential, or simply compensating for learning problems is no longer necessary. Simple testing can uncover the root cause of almost any student's struggle. The right personalized training can turn that weakness into a lifetime of strong learning and performance.

Take a look at what LearningRx offers and contact us. I am certain we can help.



## YOUR GUIDE TO LEARNINGRX BRAIN TRAINING

### People We Can Help ..... 4

- Struggling Students
- Advanced Students
- Preschool and First Graders
- College Age Adults
- Career Adults
- Senior Adults
- TBI Sufferers

### The Value of Brain Training ..... 5

### Symptoms & Issues

- ADHD and Attention Issues ..... 6
- Reading Problems and Dyslexia ..... 7
- Traumatic Brain Injuries ..... 8
- End Learning Frustrations Now ..... 9
- Autism and Other Syndromes ..... 10
- Gain a Competitive Edge ..... 11

If you are interested in learning more about brain training, please call LearningRx today.

To find a center near you, visit:

**[www.learningrx.com](http://www.learningrx.com)**

# People Brain Training Can Help

The real value of brain training is measured solely by its power to improve

Who We Can Help	How Brain Training Helps
 <p><b>STRUGGLING STUDENTS</b></p>	<p>Weak cognitive skills add unnecessary but frustrating barriers to learning, and the resulting failures destroy self-esteem and confidence. For students struggling with learning, reading, math, or the entire school experience, brain training does what tutoring cannot – it attacks learning problems at the source, and strengthens weak skills.</p>
 <p><b>ADVANCED STUDENTS</b></p>	<p>Even small gains in efficiency yield big advantages in highly competitive schools. Brain training helps advanced students by uncovering hidden learning potential and maximizing their already strong learning skills. It's like raising a professional baseball player's batting average from 285 to 325. He goes from good to super-star with all the privileges that brings.</p>
 <p><b>PRE-SCHOOL AND FIRST GRADE STUDENTS</b></p>	<p>Young students just getting started in school have a strong enthusiasm for learning. Brain training with LearningRx's LiftOff program eliminates any hidden skill weaknesses before they have a chance to dampen that enthusiasm and create frustration. This training prepares the preschool or first grade child for a lifetime of academic success.</p>
 <p><b>COLLEGE-AGE ADULTS</b></p>	<p>The essential benefit of stronger learning skills is easier learning. College-age students benefit from brain training when they apply faster processing and enhanced memory skills to the "rapid fire" educational environment of college. Brain training helps the college-age student hit their school year in full stride, and avoid the sense of being overwhelmed.</p>
 <p><b>CAREER ADULTS</b></p>	<p>Learning weaknesses carried over from childhood often prevent the full pursuit of life's opportunities. Learning challenges are presented with every new job or potential promotion. Brain training can strengthen weak skills at any age. Faster learning as an adult can be a significant career advantage and can open otherwise inaccessible doors.</p>
 <p><b>SENIOR ADULTS</b></p>	<p>Brain training helps older adults sustain confidence. Natural aging does impact memory and reasoning skills, but these declines are too often accepted as unavoidable. Brain training takes advantage of the brain's <i>neuroplasticity</i> — its ability to build new pathways, memory, and reasoning "power centers" — and reverses the effects of aging.</p>
 <p><b>ACCIDENT VICTIMS</b></p>	<p>Traumatic brain injury victims want renewed memory function and the ability to think clearly again. Specific brain training exercises quickly rebuild individual cognitive skills, actually rehabilitating the brain and restoring lost mental function by allocating new neurons, synapses, and pathways to compensate for any damaged areas and loss of function.</p>

# The Value of Brain Training

**We promise to maximize the value of your investment in brain training.**

At LearningRx, we measure value by the degree our brain training produces a better life for you or your student through improved learning skills. Skill gains are confirmed by the gold standard of cognitive skills testing. Gains in self-esteem, confidence, and performance are obvious. If you compared the cost of tutoring with our customized one-on-one brain training, which is the better value? The answer is clear—LearningRx brain training wins hands down.

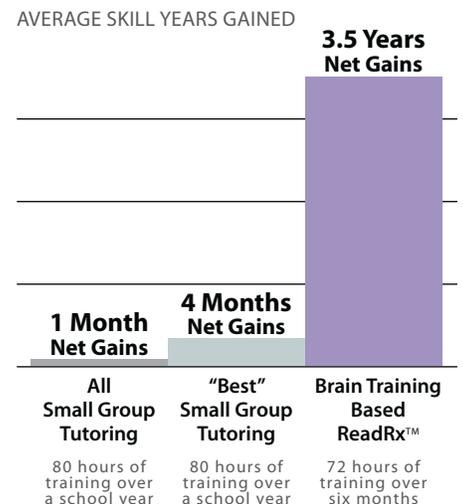
A 2005 study by the Chicago School District measured the results of a year of reading tutoring given to 56,000 students using 30+ different tutoring programs. The results after one year: The effort added only an additional one month of reading proficiency on average! Even the best performing program among the 30+ programs tested only netted students four months improvement!

Contrast those gains to students who went through LearningRx's brain training program focused on reading: ReadRx achieved net gains of over 3.5 years! Not only is our personalized brain training a better value (it outperformed the best tutoring program by over 10 times), these dramatic gains happen over such a short time (6 months or less) that trainees see their improvement and become highly motivated to succeed.

Alternatives simply take too long and produce gains too small to affect real change. Don't let the lower initial cost of starting tutoring deceive you. Customized brain training would be the better value even if it cost two or three times as much as it does—because it gets results.

**EXAMPLE  
Brain Training vs. Tutoring**

*Reading skill improvement based on improving word attack, a critical reading-specific cognitive skill.*



Results & Benefits	
<ul style="list-style-type: none"> <li>• Skill gains between 4 and 5 years</li> <li>• Percentile gains as much as 30 points or more</li> <li>• Leaping ahead of one-third of your classmates</li> <li>• Skyrocketing self-esteem and confidence</li> </ul>	
<ul style="list-style-type: none"> <li>• Unmatched competitive advantage</li> <li>• No wasted learning potential</li> <li>• Uncover special aptitudes</li> <li>• Unmask any hidden weaknesses</li> </ul>	
<ul style="list-style-type: none"> <li>• Head off potential problems</li> <li>• Enhanced "learning to read" skills</li> <li>• A set-up for long-term success</li> <li>• Early confidence and self-esteem</li> </ul>	
<ul style="list-style-type: none"> <li>• Enhanced confidence</li> <li>• Better focus</li> <li>• Shortened study times</li> <li>• Ability to adapt to new academic challenges</li> </ul>	
<ul style="list-style-type: none"> <li>• Refreshed learning skills</li> <li>• Sharpened memory skills</li> <li>• A competitive career advantage</li> <li>• Greater self-confidence and poise</li> </ul>	
<ul style="list-style-type: none"> <li>• Renew or sustain vital mental skills</li> <li>• Enhance memory and reasoning</li> <li>• Retain independence</li> <li>• Enjoy life with new confidence</li> </ul>	
<ul style="list-style-type: none"> <li>• Renewed hope</li> <li>• Restored memory function</li> <li>• Regained self-confidence</li> <li>• New and renewed career options</li> </ul>	

# ADHD and Attention Issues

Brain training as a treatment of attention struggles



**A**ttention Deficit Hyperactivity Disorder (ADHD) and related attention issues are a major concern to parents. Medication therapy and special classroom accommodations are the most common choices used to help students diagnosed with ADHD. Brain training is a tool that can expand a parent's treatment options. Much of its benefit to ADHD students comes from the ability of a professional brain trainer to precisely target and enhance specific attention skills.

## Attention can be improved

General attention skill is actually a composite of sub-skills such as sustained attention (staying on task), selected attention (ignoring distractions), and divided attention (attending to more than one task). Properly designed and administered brain training exercises can isolate and improve a student's ability in each of the sub-skills. This precision targeting of skills makes brain training a unique and powerful treatment option.

### Key Attention Cognitive Skills

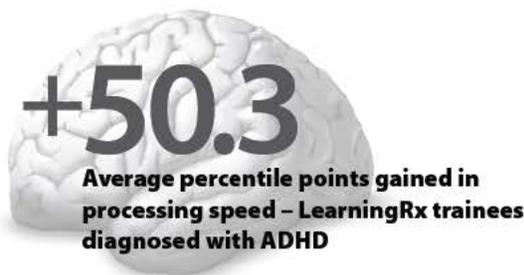
- Processing Speed
- Executive Function
- Short-Term Memory
- Attention (all)

## Brain training often minimizes or eliminates the need for medication

Brain training can be added to any student's treatment plan. *Does your child currently depend on medication-based treatment only?* Cognitive skills brain training can supplement, and in many cases mitigate or eliminate, medication.

Results are often dramatic. Recent LearningRx trainees (diagnosed as ADHD prior to entering the program) completed customized training and experienced a 166% average increase in short-term memory efficiency and an incredible 288% average increase in processing speed. These gains moved them up the percentile rank 29.0 and 50.3 points respectively. These skill gains were obviously exciting, but the more important benefit is that these students now enjoy peace and focus in school previously thought to be impossible. This is the power of brain training!

To explore the possible impact of brain training on your child, call your LearningRx Brain Training Center today.



Experience the power of brain training.

# Reading Problems and Dyslexia

The secret weakness behind most poor reading



## Dramatic reading improvement

In a recent study, LearningRx students ranging in age from 9 to adult recorded life-changing improvement. These students were slow readers when they began training—they were all in the bottom quarter of their classes. In only 18 weeks they gained an average of 50.5 points in auditory processing skills. These gains (combined with a 188% gain in word attack skill and a 230% increase in working memory efficiency) helped these fortunate students jump past many of their classmates and become better readers.

If you struggle to read, or know of someone who does, there's one important key that can produce dramatic improvement quickly. Most struggling readers have a corresponding **auditory processing skills weakness**.

Auditory processing weakness can manifest in several ways: difficulty distinguishing between similar sounds, trouble recognizing simple sound combinations, and struggling to accurately blend sounds together. Any of these weaknesses hinder fluent reading—all are associated with a cognitive skill weakness. Only a reading program that uncovers and strengthens the weak auditory processing skill has any chance to produce lasting reading improvement. This is where the power of brain training makes the difference!

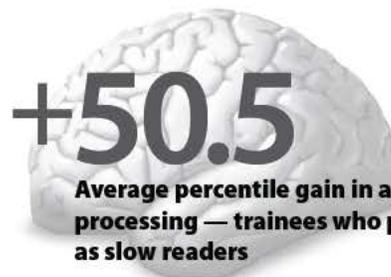
## Brain training leads to reading potential

Effective reading help begins by identifying any weak underlying skills—like memory or auditory processing. Then, specific training exercises are applied. Once a strong cognitive foundation is established, a unique sound-to-code reading system helps develop new reading techniques and habits in the student. Reading is transformed from a slow, choppy effort into a fast and efficient learning tool.

## Memory Enhancement for All Ages

### Simple steps to better memory

Young or old, for your entire life, your brain retains the capacity to reassign unused or little used neurons (brain cells) and synapses (connections) in response to properly designed mental training exercises. The science built into LearningRx brain training maximizes the brain's adaptability called *neuroplasticity* to expand the specific areas used for processing. These newly developed "power centers" generate fresh mental capacity that enhances memory skills, and easily outpaces natural age-related decline in the elderly. This means that brain training can enhance and extend vital memory skills for the student, the career adult, or the senior.



train the brain. get smarter. guaranteed. 7

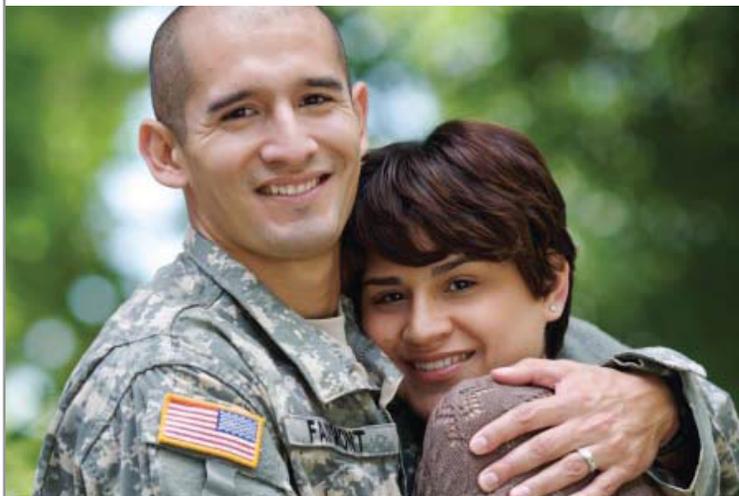
CONFIDENTIAL

LEARN 001915

Exhibit G, p.7

# Traumatic Brain Injuries

Brain training opens the road to recovery



**H**eadaches, memory loss, inability to concentrate, irritability and depression – these symptoms are the daily reality of Traumatic Brain Injury (TBI), a condition that leaves victims and their families struggling to know what to do next.

Whether TBI is the result of a favorite activity like biking or skiing, an auto accident, or a wartime injury, sufferers know that things are not the same. If you are one of those looking for answers, LearningRx brain training offers you and your family the chance to begin to regain the life you had before TBI.

Brain trauma often severely weakens the essential cognitive skill strength a person relied upon prior to the injury. Newly weakened mental skills are often linked to these common debilitating symptoms of TBI:

- Poor memory or memory loss
- Poor concentration and lack of focus
- Inability to perform sequential tasks
- Difficulty organizing thoughts and activities
- Poor problem-solving, decision-making and planning skills
- Poor reading comprehension
- Taking a long time to complete tasks

## Brain training can systematically renew lost brain function

Professional brain training works by isolating and strengthening specific cognitive weaknesses, whether natural or the result of a trauma. The right method of training can significantly build up weak areas of the brain, restore function, and eliminate symptoms. The training forces the brain to better use and/or grow new pathways, and that makes it work faster, smarter, and more efficiently. Suddenly, things you really struggled with can be easy.

## Results can be life-restoring

The power of brain training is now shortening the recovery time for brain trauma victims, and in many cases providing results that other rehabilitation efforts failed to produce.

A recent 34-year-old LearningRx trainee suffering TBI effects from an IED blast in Iraq averaged a 53.1 percentile cognitive skills gain after completing 18 weeks of custom brain training. His largest gains were in the specific skills most problematic in cases of severe TBI: short-term memory (77 points) and working memory (70 points). In this soldier's case, these gains produced virtually full functional restoration. Another Army wife reported, "I got my husband back."

Call LearningRx today to discuss the potential of adding brain training to a TBI recovery program.



# End Learning Frustrations Now

Brain training delivers real change to students of all ages



Students learn with their mind—specifically, with the unique mix of cognitive skills strengths and weaknesses each one possesses. Skills such as visual processing, processing speed, logic and reasoning, and long-term memory determine much more than just an individual's IQ score. These and other foundational mental skills determine how easy it is for a person to learn and read.

If your child faces a learning disability, brain training could help mitigate or even eliminate that frustration.

## Not all students have the same learning skills

Tutoring, Individual Education Programs (IEPs), and classroom structures often overlook this fact. If your child struggles while others succeed, one or more weak cognitive skills are almost certainly the cause.

LearningRx brain training offers you the tools you need to strengthen weak learning skills. Your child can learn faster and easier. He or she can begin to read fluently and without frustration. School can actually be fun again—or maybe, fun for the very first time. These transformations can happen because of the power of brain training!

## No other solution can do what brain training does

LearningRx students from 2007 who entered the program scoring in the bottom 25th percentile improved dramatically. By teaming up with a skilled brain trainer, they experienced across-the-board skills gains of over 26.0 percentile points. This more than doubled their learning skill strength. It also allowed them to catch up with or surpass many of their classmates.

Improvement like this translated into more than just academic success. Grades, self-esteem, and love of learning skyrocketed.

## Making Math Make Sense

### A love for math is not for a select few

Numerical fluency is a student's ease with numbers and numerical concepts. Just like other learning skills, "number sense" can be enhanced.

Number sense goes beyond simple calculations and enables the student to see relationships between calculations and quantities. Just as musicians "hear" the music in their heads, strong numerical fluency and number sense lets students "see" math in the world around them.

The LearningRx proprietary math program focuses directly on the brain's ability to grow, and literally expand, a student's capacity to learn and understand mathematical concepts.



# Autism and Other Syndromes

Brain training offers parents treatment alternatives



**B**rain training can add a life-changing option to the treatment of Autism, Asperger's Syndrome, Pervasive Developmental Disorder (PDD), and other learning conditions. Consider this testimonial from the parents of Tripp Bell, a LearningRx student from Little Rock, Arkansas.

*Shortly after Tripp's fourth birthday, I started noticing changes in his behavior and his motor skills. At the end of his kindergarten year we finally received the dreadful diagnosis. The diagnosis was: PDD (Pervasive Developmental Disorder) which is a form of Autism, ADD, Learning Disabilities, and Severe Short-term Memory Loss. Needless to say, we were devastated.*

*The next 3 years were devoted to seeking the help he needed. We tried medications, Speech Therapy, Occupational Therapy, different food elimination diets, and allergy injections. For a short amount of time he would obtain his goals, however he would then revert back. It seemed that our options were running out; until I spoke with a friend about LearningRx.*

*Tripp began the 24-week program during October 2007. He would train 3 times a week with a trainer, then I would home train 3 - 5 hours a week. About two months into the program Tripp started saying,*

*"Mom, I can do this on my own." I couldn't believe what was happening.*

*On February 2008 I attended a meeting at his school about his special education services. To my surprise, the whole team was there. Each therapist went over their individual goal and evaluation report with me. They explained how they have never seen such a drastic change in an individual. He had completely exceeded their goals and expectations. After the meeting, Tripp was released from all special education services. We had certainly received our miracle!*

—**The Bell Family**, Little Rock, AR

## Results can produce profound improvement

Children with PDD, Autism, or Asperger's Syndrome respond well to treatment that is regular and predictable. LearningRx Brain training is highly ordered, and touches both strengths and weaknesses critical to successful treatment.

Pre- and post-test scores from Autistic students revealed that customized LearningRx brain training produced across-the-board percentile gains that averaged 19.2 points.

Our non-invasive treatment contributed significantly to the improved quality of life these families are experiencing. Call LearningRx to speak with a specialist about the power of brain training.



If you are interested in learning more about brain training, please call LearningRx today. To find a center near you, visit: [www.learningrx.com](http://www.learningrx.com)

# Gain a Competitive Edge

From preschool to college prep, brain training helps students face fierce competition



## Preschool Preparation

### LearningRx LiftOff school-readiness program

Don't waste your preschool or first grade child's natural enthusiasm for learning. Early brain training will prevent potential learning problems and build cognitive strengths for a lifetime of success. The best investment is *before* weak skills frustrate your child's natural love of learning.

LearningRx's school readiness training program, LiftOff, is especially designed for preschoolers and first grade students. It builds a strong cognitive foundation, and then applies a powerful reading program and memory training system to take the guesswork out of learning and reading success in school.

A study in Tallahassee, Florida, showed that young students that received this type of training were 90% less likely to have a reading problem than untrained preschoolers.

Prepare your son or daughter to win—give your child the ultimate learning advantage through brain training.

Only a small percentage of students break through to be accepted at America's elite universities. As an example, Harvard broke all records, accepting just 7.1 percent of applicants.<sup>1</sup> In the nation's elite universities, competition for admission is fiercer than ever.

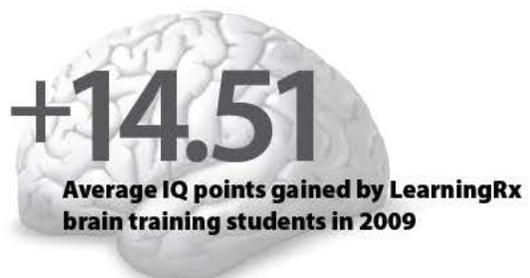
### The rich rewards of better learning skills

Graduates from elite institutions often benefit exponentially from life's opportunities in comparison to their peers. A recent study by Caroline Hoxby, an economist at Harvard, concluded that those who moved from paying average tuition at public college to paying average tuition at a private school earned back the difference in cost more than 30 times over.<sup>2</sup> This translates into million-dollar advantages over degrees from lesser universities.

Getting into a top-tier institution is difficult. Public college admission accepts SAT scores in the 90th percentile for verbal and 86th in math. Private school admission requires SATs in the 96th percentile in verbal and 93rd in math.

### Give your child the maximum competitive advantage

To gain the maximum advantage, consider brain training. In 2009, LearningRx trainees gained an average of 14.51 points in their IQ scores!



<sup>1</sup> ApplicationBootCamp.com - un-archived articles: search for article # 13711

<sup>2</sup> Money.CNN.com - online archives: search for article # 278924



**We discovered the power of brain training at LearningRx.**

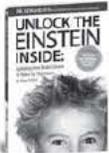
*"We came to LearningRx frustrated with Isaac's lack of self-confidence and memory problems at school. His trainer was awesome with him. She pushed him to do his best and did not let him give up. At the same time, she was always there to give him positive feedback. Isaac's self-confidence has skyrocketed. He never complained about going to LearningRx and was never embarrassed to let others know he was going.*

*We are continuing with LearningRx because we see how Isaac can continue to improve his memory. Writing assignments have gotten easier for him...we have been really pleased with the results. Just seeing his self-confidence soar has been worth every penny we invested. I wish schools would use this program and incorporate this into their special needs program, then more children could benefit from this. The people at this LearningRx really seem like they care about the children, not just about what they are doing at LearningRx, but at school and their personal life."*

—Scott and Patty M., Mesa, AZ, parents of Isaac, age 12



**FREE BOOK**



Come into your local LearningRx center to receive a free copy of **UNLOCK THE EINSTEIN INSIDE** by Dr. Ken Gibson

A \$19.95 value

To find a center near you, visit:  
**www.learningrx.com**

**You can get started this week!**

Take your first step to brain training by calling your neighborhood LearningRx center and schedule a comprehensive Cognitive Skills Test.

FOR A LIMITED TIME

**SAVE \$50**

Similar professional testing elsewhere costs \$600 and up.

**LearningRx is growing. Grow with us.**

If you have a passion for changing people's lives, we invite you to explore the LearningRx Franchise opportunity. We are at the forefront of a new wave of educational thinking that actually transforms how people learn and read. Dedicated parents, professionals, and business people are excited about the power of brain training. You can be too! Call us at: **(866) 679-1569**, or visit **learningrx-franchise.com**

Copyright ©2010 - LearningRx, Inc. All material herein is protected under copyright laws of the United States. No reproduction by any means, manual or electronic, without express written permission from LearningRx, Inc. is allowed. For more information contact your local LearningRx Training Center or visit our Web site: **learningrx.com**. LearningRx is a trademark of LearningRx, Inc.

**Wendy Burt-Thomas**  
9545 Oak Tree Ct.  
Colorado Springs, CO 80925  
(719)527-8225  
WendyBurt@aol.com  
785 words

### **Beyond Ritalin: An alternative therapy to helping kids with ADHD**

If your child has been labeled “ADHD,” you may already feel the pressure to pump him full of Ritalin. But while it’s estimated that 6 million children will take Ritalin or other brands of stimulant medications, that doesn’t mean that a prescription is right for your child.

Like all medications, there are risks and side effects associated with taking stimulants: insomnia, loss of appetite, irritability and perhaps most common – a sense of emotional “numbness.” And while some parents swear that the benefits have been enough to get their children back on track in school, there is a growing movement toward non-drug therapies to help kids with ADHD. One therapy that has proved particularly effective is called “cognitive skills training.”

#### **What are cognitive skills?**

Unlike tutoring or computer-based programs that focus on behavior management or specific academic skills, cognitive skills training helps children with learning disabilities attend to and process information.

“Cognitive skills are the essential, but often overlooked fundamental tools of effective learning,” explains Ken Gibson, founder of LearningRx, a national franchise that specializes in cognitive skills training. “Learning isn’t about how much you know, but how effectively you process or handle the information you receive. Cognitive skills are the mental mechanisms that process incoming information.”

Unlike academic disciplines, cognitive skills are not the subject taught in school classrooms. “Most parents – and some educators - are unaware that there’s a difference between cognitive and academic skills,” says Gibson. “Cognitive skills are the underlying tools that enable kids to successfully focus, think, prioritize, plan, understand, visualize, remember and create useful associations, and solve problems.”

#### **How are weak cognitive skills identified?**

Cognitive skills are not easy to see or recognize through casual observation. They function behind the scenes as you process the information received from every possible source - sound, touch, sight, and even information received from yourself when you are thinking, speculating, or recalling. Because of this 'behind the scenes' nature, an appropriate assessment test is essential for the identification and treatment of weak cognitive skills.

There are, however, common traits that children with weak cognitive skills often display, including:

- Difficulty paying attention
- Poor test scores, grades or reading comprehension

- Poor memory
- Difficulty organizing activity
- Poor study and work habits
- Taking a long time to complete tasks
- Disinterest (or dislike) in school

Parents can take a full online evaluation at [www.learningrx.com](http://www.learningrx.com) to help them further identify their child's weak cognitive skills.

### **How does cognitive skills therapy help?**

A child's cognitive skill set is made up of several cognitive skills including auditory processing, visual processing, short and long-term memory, comprehension, logic and reasoning, and attention skills. Each of these can also be divided into identifiable sub-skills. For example, attention is made up of sub-skills such as sustain attention (staying on task), selective attention (ignoring distractions) and divided attention (handling more than one task at a time). Each of these skills and sub-skills play a specific and necessary role, and must work in concert before an individual can learn effectively.

"Good programs use intense focused training to strengthen weak skills," says Gibson. "It's just like practicing the piano to improve your skill level. There are specific programs and exercises that specialize in identifying and strengthening weak cognitive skills. With the right program, most children who have been labeled as having ADHD, ADD or other learning disabilities can improve from three to five grade levels and about half the students no longer require medication."

"We were so thankful to find a program that gave good results right away," said Isidro and Luz (last name omitted for privacy), whose son experienced cognitive skills training. "Joshua had such a bad habit of chewing on his sleeves. A week after he started the program he stopped this habit. A month later we noticed how he started focusing, being more responsible with his schoolwork and his home duties too. Later friends started noticing how calm he was getting. We truly recommend (cognitive skills therapy) programs to anybody."

For Sheila and Sam, there was no question that cognitive skills training drastically changed their son's love for reading. "Yuri struggled significantly with reading before the classes. Now he is reading everything he sees – posters, cereal boxes, street signs, etc. He loves being able to 'do it himself.' He also is better able to focus on what's important and ignore the other noises going on around him."

For those parents who are considering Ritalin – or whose child is already taking it – cognitive skills training may offer a more natural approach to learning disabilities. Just be aware of the benefits of the therapy: improved attention, higher grades, better performance, increased self-esteem, and perhaps most important – a new love for learning!

*Wendy Burt-Thomas is a full-time freelance writer and editor with more than 1,000 published pieces. Her third book, "The Writer's Digest Guide to Queries" hits stores December 2008. [www.WendyBurt-Thomas.com](http://www.WendyBurt-Thomas.com)*



# Life Changing!

HOW IS ONE MOM EQUIPPING HER KIDS FOR THE JOURNEY OF LIFE?  
SEE PAGE 2

## PLUS:

"I didn't let Alzheimer's steal my future"	4
Brain training Q&A	6
Would a gridiron concussion keep David from landing his dream job?	8
Logan had given up, but his parents were determined to find an answer	10
In their own words	12
The value of a better brain	14

*Real stories. Real families. Real brain training.* VOL. 2 ISSUE 1

CONFIDENTIAL

LEARN 001511



Cover and page 2 photo credit: Julie Worthy

## Life Is a Journey. Take Snacks and a Backpack.

- > This mother-of-four says brain training is equipping her children for life.

“What if I hate it?”

Ten-year-old Luke waved the question like a bright red flag. His mom, Julie, had just told him he'd be starting brain training at LearningRx and he was dubious about the idea, even though his brother and sister were in the same program and loved it!

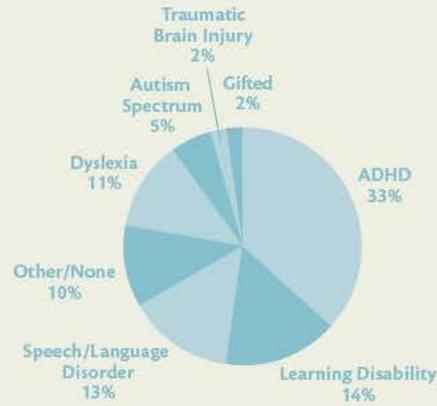
His first day at the LearningRx Center here in Jacksonville, Florida, Luke frowned as he headed off with his trainer for their first session. Waiting in the reception area, Julie thought about the crazy journey that had led her family to try brain training in the first place.

Two years earlier, Julie's son Joshua, then 11, had been diagnosed with ADHD and oppositional defiant disorder (ODD). Searching for answers, Julie visited internet bulletin boards and consulted doctors. Once she paid \$800 for testing that provided labels but no solutions.

### WHO CAN BRAIN TRAINING HELP?

Nearly a third of our clients come to us having received a prior diagnosis of ADHD. But we also help kids and adults with learning disabilities, autism, traumatic brain injuries—even gifted students and high-achieving career adults looking for an added edge!

This chart shows the percentage of students who came to us having been identified within one of the following categories:



Hearing about LearningRx, Julie was curious. Could intense mental exercise really stimulate the brain to strengthen neural pathways, to the point of raising a kid's IQ and giving him better skills for school and for life? If so, could it help Joshua?

It was worth a try.

Within weeks of starting the program, Joshua was focusing better than ever. Math tests that used to take 90 minutes were now taking 20 minutes or less. And while Joshua's anger and oppositional behavior still flared, Julie realized that LearningRx was removing her son's frustration with learning so other issues could be isolated and dealt with more effectively.

So when they noticed similar behaviors in their seven-year-old daughter, Julie and her husband didn't hesitate. They enrolled Danielle at LearningRx, too.

A week into the program, Danielle sat down and wrote a beautiful story about a family of horses. Julie and her husband marveled that their daughter—who had always believed reading was too difficult for her to master—suddenly had the confidence to tackle an entire story!

Before long, Joshua was taking more initiative around the house, washing dishes,

vacuuming and organizing. And Danielle performed in a Christmas musical, another surprise. Julie realized that brain training was giving her children confidence and motivation they'd never had before. Now she wanted the same for Luke, and one day for her son, Caleb. Julie realized even she and her husband needed brain training!

Julie's thoughts were interrupted as Luke, done with his session, approached her in the reception area wearing a huge grin. "Mom!" he said, "I loved it!"

Pulling into the driveway at home, Luke grabbed his LearningRx backpack filled with brain training games and tools. Julie said, "Baby, leave it in the car so we won't forget it tomorrow."

Luke shook his head. "I wanna keep it with me." That night, when he went to bed, he slept with the backpack beside him.

LearningRx brain training had been life changing for Joshua and Danielle. What good things were in store for Luke and, eventually, Caleb?

Yes, life is an interesting journey, alright. Julie thanked God she and her husband had found the right partners to help them equip their kids for the trip. | **Rx**



# I Didn't Let Alzheimer's Steal My Future

> Maria, my brain trainer, would be arriving any minute to my apartment in the assisted living center I now called home.

I wasn't completely sure what a brain trainer was, or what could be done for my failing memory, but I was about to find out!

Ever since my stroke, I'd been talking slower and getting confused. I couldn't even remember my address! But the greatest loss of all had been reading. Before my stroke, I'd enjoyed reading books, magazines and my Bible every single day. Now, I could read a paragraph over and over and not understand or remember anything I'd read!

When a neurologist told me I was in the early stages of Alzheimer's, I was devastated. Not wanting to become a burden to my children, I sold my house, moved to an assisted living center, and waited for Alzheimer's to finish robbing me



of whatever quality of life I had left.

I began to sink into depression.

That December, someone gave me a book about the brain's ability to create new neurons at any age. The book mentioned a company—LearningRx—that pairs you up with a brain trainer who takes you through

special mental exercises, stimulating your brain to reorganize existing neurons and even create new ones.

I got on the phone and called the LearningRx Brain Training Center in Bossier City, Louisiana where I live.

Could brain training help me? I'd soon know.

There was a knock at my door. It was Maria. Before we even got started she

all the presidents of the United States by linking crazy images to each of their names. The next time my daughter Kenda and son-in-law Randy came to visit, I rattled off the names of all 44 presidents.

Kenda said, "Mom, I couldn't even do that!"

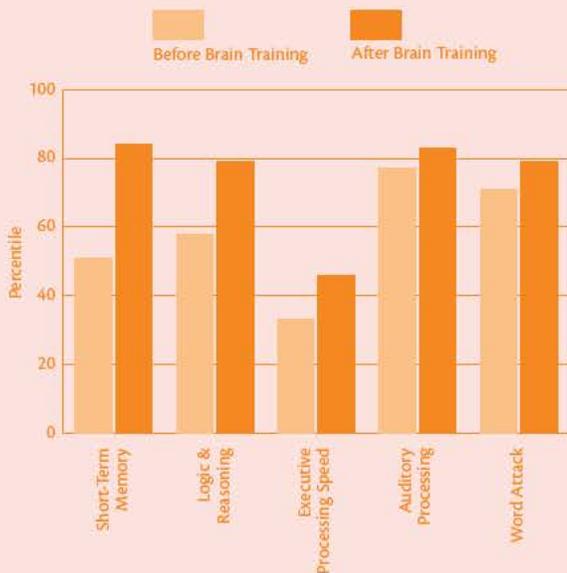
Before long there were books and magazines all over my apartment again. I

decisions—got faster and easier. My neurologist tested my brain function and said it had jumped from 77.1 to 95.9!

At my LearningRx graduation Randy told everyone, "We have our wonderful Virginia back."

I love being able to do the things I enjoy. Best yet, I know I'm not at the end of my life. I may be 81,

How Brain Training Helped Virginia



**BETTER MEMORY, ANYONE?**

Virginia's short-term memory improved a whopping 33 percentile points! What is a percentile? If 100 students lined up according to how well they performed on a test, a student who performed as well or better than 25 percent of the other students would be 25th in line, or in the 25th percentile. After LearningRx brain training, clients with moderate to severe cognitive weaknesses "move up in line" an average of 28 percentile points. Way to go, Virginia!



said, "Now Virginia, I'm not giving you any shortcuts. You might be 81 years old, but you can do this, and I'm not cutting you any slack!"

Right away, she had me memorize the names of

even started playing cards with my friends again.

Randy told me, "I love seeing your zest for life coming back!"

Thinking, reading, talking—even making

but I'm not giving up. I still have a future to look forward to.

| Rx —Virginia Romero



Page 4 photo: Virginia Romero  
 Photo credit: Cristie Magnusson

# Q & A

## **Q: What is brain training?**

**A:** Brain training literally gives kids and adults faster, smarter brains through a series of intense mental exercises that strengthen core cognitive skills. These are the underlying skills that make up IQ and equip your brain to efficiently handle day-to-day tasks like thinking, learning, reading and remembering. These cognitive skills can be “beefed up,” so to speak. You know how physical exercise gives you a stronger, faster body? Mental exercise—done in the right sequence and under the right conditions—gives you a stronger, faster brain.

## **Q: Is there an age limit when brain training is most effective?**

**A:** Not at all. The science of brain training is based on neuroplasticity, which refers to the brain’s lifelong ability to grow and change. At every age and stage in life, your brain can increase existing neural pathways and even create new ones. This means the way you think and learn—even your IQ!—is never set in stone. It can always be changed and improved.

## Q: How do your programs work?

**A:** Our research-based programs consist of customized mental exercises, done one-on-one with a personal brain trainer over 12 to 32 weeks. The “personal training” aspect of what we do is key. This is because, for brain training to be effective, it must incorporate five key ingredients—practice, intensity, sequencing, loading and immediate feedback—and the absolute best way to accomplish these elements is by working with a personal brain trainer.

## Q: Can't I improve my brain by myself, using puzzles and online games?

**A:** Online games and puzzles are always great things. Think of them like eating an apple instead of chips, or taking the stairs instead of the elevator. But when you're looking for dramatic changes, you need something more. When you're serious about changing your body, you hire a personal trainer. In the same way, when you're serious about changing your brain, you hire a personal brain trainer.

## Q: What differences can I expect after brain training?

**A:** Our students gain an average of 15 to 20 points in IQ, and move up an average of 30 percentile points. But we don't just change brains; we change lives. Kids, adults, athletes, senior adults—as well as people with ADHD, dyslexia, autism, even traumatic brain injuries—who go through our programs say the differences in their lives are dramatic! They say they can think, learn and remember better than ever! A faster, stronger brain improves performance at school, at work, in sports—even behind the wheel of a car.

To see LearningRx's comprehensive Results Report, go to [learningrx.com/results](http://learningrx.com/results) or scan this image with your smartphone:



## Q: How do I get started?

**A:** The first step is to call the LearningRx Brain Training Center near you. They'll answer any questions you may have (they can even give you a free brain training demonstration if you'd like one!). The next step is to schedule a comprehensive cognitive skills assessment. We use the Woodcock Johnson III, which is the gold standard of cognitive skills testing. You'll learn which cognitive skills are weak, how those weak skills are impacting daily life, and how they can be targeted and strengthened through a customized brain training program.

*Real stories. Real families. Real brain training. | 7*

# Would a Gridiron Concussion Keep David from Landing His Dream Job?

> Concussions from school sports were robbing David of his dreams, in more ways than one!

In junior high, David was a wrestler and straight A student. One day during a match, an opponent picked David up and dropped him on his head. From that day, David began struggling in school.

His memory seemed to suffer the most—and additional head injuries while playing high school football only made things worse.

Sometimes, in the locker room, David couldn't remember the game he'd just played.

And later, in college, David dreamed of being a teacher but couldn't pass the right exams—even after taking them eight times!

A few years later, he graduated from a police academy and began applying for jobs, confident this was something he could do. By then, he and his wife, Lorelle, were expecting a baby. The future had never looked brighter.

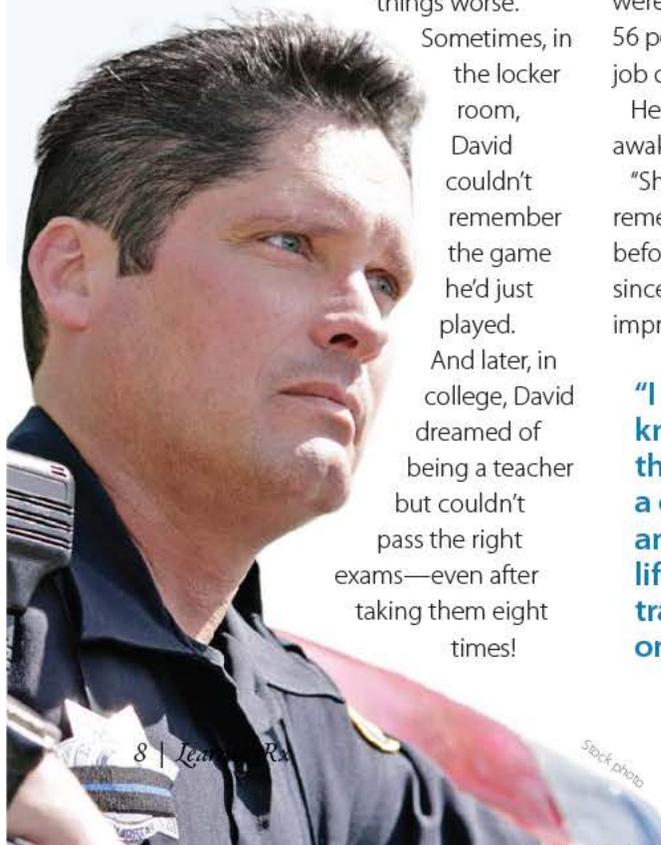
But repeatedly David's applications were rejected. Why? His test scores weren't high enough. After applying to 56 police departments—without a single job offer—David called LearningRx.

He calls what happened next “an awakening” of his brain.

“Shortly after starting brain training, I remembered a dream I'd had the night before,” David says. “That hadn't happened since... well, since I was a kid! After that, improvements just kept coming.”

**“I sleep better at night knowing my son has gone through this program. As a cop, David has to think and act fast. He has to make life-or-death decisions. Brain training could save his life one day.”**

—Ray, David's father



One day, driving on a familiar tree-lined street David realized that, in his peripheral vision, he could see houses past the trees. For years, his field of vision had only included the street and the trees. Brain training was improving his vision!

Things were different at home, too. Now when Lorelle asked David to get something from the store, he remembered! But the changes went even deeper. One night David asked his wife, "Do you think brain training has made a difference?" Her answer surprised him.

"I feel closer to you," she said. "We have more intimate conversations now. I feel like you really hear me."

David realized it was true. "After brain training," he says, "I could follow my wife better during conversations, and remember things we talked about. What a difference that made in our relationship!"

After 12 weeks of brain training, David got a call from a department that had rejected his application seven months earlier. They said they had another job opening and asked if David wanted to reapply. That same week, Lorelle gave birth to their daughter, Marlee. It seemed the week for new beginnings.

This time, David got the job.

David had no idea his dreams were being hindered by those long-ago concussions.

"Brain training changed my quality of life in every area of my life," he says today. "Now I really can dream again." | Rx



How Brain Training Helped David



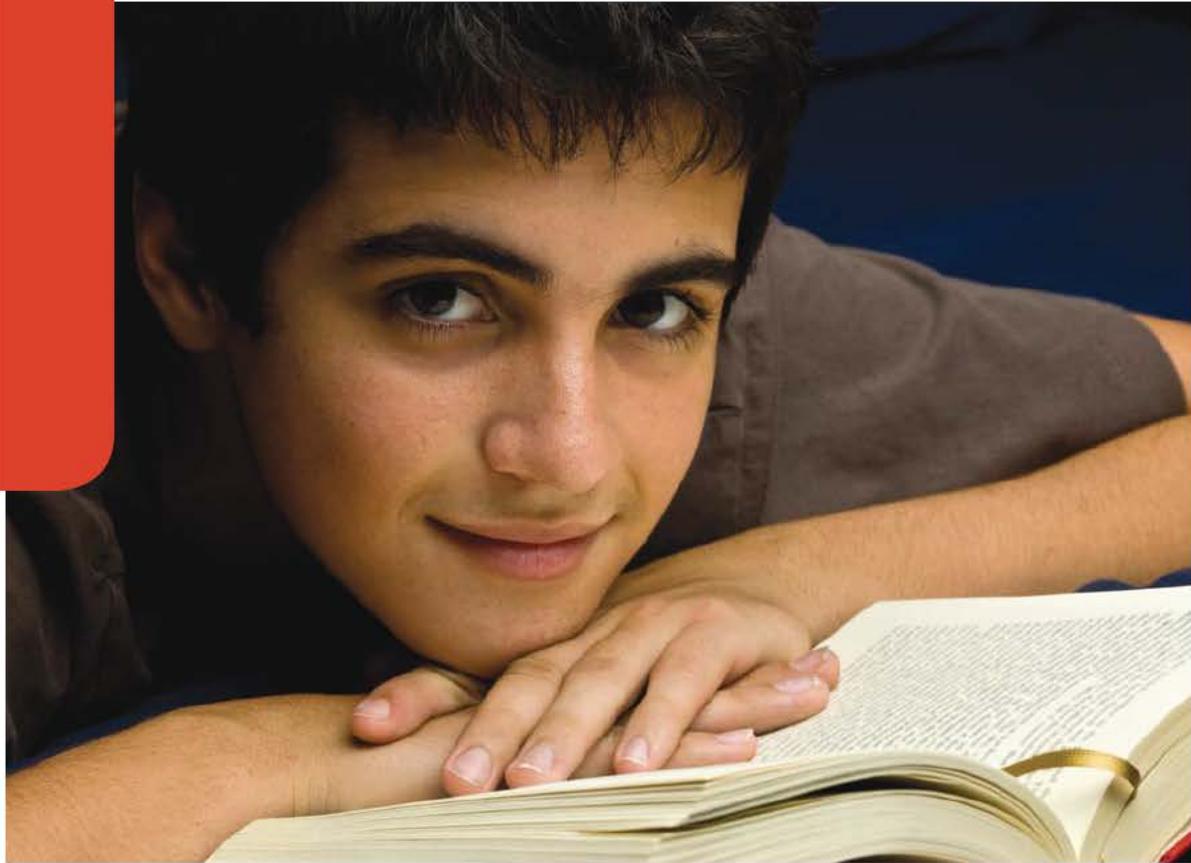
**TAKING HEAD INJURIES SERIOUSLY**

When the brain is injured, connections between cells are damaged and the processing of information is impacted. The brain training programs developed by LearningRx stimulate the connection systems in the brain. As seen on fMRI scans, our programs, specially adapted for TBI patients, literally rebuild areas of the brain's neural network, enabling TBI and stroke patients to regain lost brain function. The following chart shows the percentile gains experienced by adult clients with TBI after participating in brain training with LearningRx:

**PERCENTILE GAINS MADE BY TBI PATIENTS AFTER BRAIN TRAINING**

Skill Tested	Percentile Gain
Processing Speed	25
Long-Term Memory	24
Auditory Processing	26
Short-Term Memory	22
Visual Processing	21
Logic & Reasoning	14

*Real stories. Real families. Real brain training. | 9*



Stock photo

## Logan Had Given Up, but His Parents Were Determined to Find an Answer

### > Guilt. Regret. Questions.

That's what was running through Laura's mind as she watched her 13-year-old son sulk over the books strewn across the kitchen table. What if she and Ted had kept Logan in preschool longer? What if they had held him back a year in elementary school? Would reading and learning be any easier for him now?

"Logan, you're a smart kid," Laura pleaded.

"You can do this. C'mon. Make some sort of effort!"

Every Sunday night through Thursday night, their world revolved around Logan's struggles. From dinnertime til bedtime, Ted worked with Logan on math and science while Laura covered history and English. The couple had three younger children, and Laura wondered how they were being



impacted by the hours she and Ted spent every night with Logan on homework, not to mention the stress!

They'd tried a long list of consequences and rewards, but nothing helped Logan tap into a sense of personal accomplishment.

Logan was a great kid with a great heart, but when it came to learning, he had given up. Luckily, his parents weren't willing to do the same.

The first thing that attracted Laura and Ted to brain training was how different it was from tutoring. Laura explains, "The last thing Logan needed was to go to Sylvan® and have them do another three hours of what had just been done in school that hadn't worked!"

The second thing they loved was the testing. They'd had Logan tested before, but the LearningRx assessment was the first to explain what was happening in Logan's brain and why he was struggling—and then offer a solution!

"When the LearningRx director here in West Des Moines told us Logan had weak skills in auditory processing, everything started making sense." And because auditory processing is foundational for reading, no wonder Logan hated books!

But the bigger surprise was that Logan actually looked forward to LearningRx brain training. After every session, he couldn't wait to tell his parents everything he had learned and accomplished.

His grades improved, and when the opportunity arose to transfer to a more academically challenging private school, Logan was actually excited.

Then there were the books. Discovering a new love for words, Logan read *Treasure Island* with enthusiasm. He talked about insights gleaned from things he'd read. He even asked for books for Christmas. The day

Laura walked through the family room and found her son lounging in a chair with his nose buried in a book—for fun!—she knew a transformation had truly taken place.

That was three years ago, and Logan is still benefiting from the changes brought about through LearningRx. "When it comes to thinking and learning for the rest of his life, Logan has tools now that he didn't have before," his mother says. "To this day, my husband and I will watch Logan accomplish something new, look at each other and say, 'Brain training made that possible.'" | **Rx**



#### THE LINK BETWEEN AUDITORY PROCESSING AND READING

Reading, perhaps more than any other academic challenge, depends on strong cognitive skills for consistent success. Efficient auditory processing is at the core of all reading success. Studies by the Department of Education have suggested that poor auditory processing skills contribute to over 88% of the nation's reading problems! On average, after brain training, our clients with moderate to severe cognitive weaknesses experience gains in auditory processing to the tune of 30 percentile points!



Sylvan® is a registered trademark of Sylvan Learning, Inc. LearningRx, Inc. is not affiliated in any way with Sylvan Learning Centers or Sylvan Learning, Inc. The use of the servicemarks owned by Sylvan Learning, Inc. is not intended and should not be taken to imply any relationship between LearningRx and Sylvan. The opinion expressed in this quote is merely the opinion of the individual quoted.

*Real stories. Real families. Real brain training. | 11*

IN THEIR OWN WORDS

## LETTERS FROM KIDS AND ADULTS WHO LOVE BRAIN TRAINING:

**“More impact than all the resources we’ve spent on sports, dance, music and braces combined.”**



“Choosing to put Deanna through LearningRx has been the best decision we’ve ever made for her. It has impacted her more than all the time and resources we’ve spent on sports, dance, music, and braces combined. And it will last a lifetime! This will not only affect her education, but also her lifestyle. I feel like it’s a gift we’ve given not just to Deanna, but also to the family she will have one day. She will be able to be a more efficient and productive mother, wife, and employee. To say it simply, this experience has been life changing, and we would do it again without hesitation.”

—Y.H., Colorado Springs, CO

**“Mekyla’s personality has changed since LearningRx.”**

“Mekyla’s personality has changed since LearningRx. Her confidence has increased 200%. Her reading has improved immensely. She no longer stops to sound out words. She sees and understands what she has read. I truly feel this experience has given her the tools to continue through life on any path she chooses. Thank you, LearningRx!”

— M.G., Lincoln, NE





### **“LearningRx changed my life.”**

“As a kid I struggled in school. When I reached adulthood I continued to struggle. I lacked confidence and always thought of myself as a little behind everyone else. Then I found LearningRx. LearningRx changed my life. After the intense training, my brain felt like it was awake for the first time in my life! I feel like a successful adult now. My memory is so much better that I can go to the store now without a list! I also enjoy playing games with my family more because I understand the game strategies and can actually beat my husband! Thank you, LearningRx, for waking up my brain!”

— C.B., Chandler, AZ

### **“I’ve seen significant impact on my whole life.”**

“I’ve seen such great improvement within myself I don’t even know where to begin. I stumbled on LearningRx by accident when I was looking for a place that would conduct a cognitive test required by the college I attend. I was hesitant to do the program at first, but I have seen a significant impact on my whole life. I have seen a difference in my day-to-day activities as well in core areas like reading and math. I can now go back to school confident in my ability to do well! Thanks, guys!”

— E.S., Anderson, IN



All photos are stock photos

### **“I’m loving school so much more”**

“I’m doing, like, amazing in school! :) I’m remembering what the teachers are saying and paying attention more. Thanks so much for all the help – I’m loving school so much more and me and my mom don’t fight as much and I’m able to do things on the weekend :) Thanks again!”

— V.H., Downey, CA

*Real stories. Real families. Real brain training. | 13*

# The Value of a Better Brain

Is Brain Training Worth the Cost?

## Brain Training: A Smart Investment

LearningRx brain training—done one-on-one in a coaching environment—raises IQ by an average of 15 to 20 points, which statistics link to higher salaries. In fact, a study by the US Department of Labor Statistics showed that a gain of even 10 IQ points can result in a \$9,000 to \$18,000 increase in annual earnings. Multiply that by 40 years of employment and the numbers become even more impressive!

LearningRx brain training is proven to increase IQ by an average of 15 points or more. That means for every dollar spent on brain training, there's a return of \$127 over a client's lifetime.

IQ Range	Income at age 30 (adjusted for 2010)
120+	\$83,933
110–119	\$71,824
90–109	\$62,564
80–89	\$46,744
<80	\$28,017

From a study published in the *American Economic Review* in 2002.

## How Does Brain Training Compare to Tutoring?

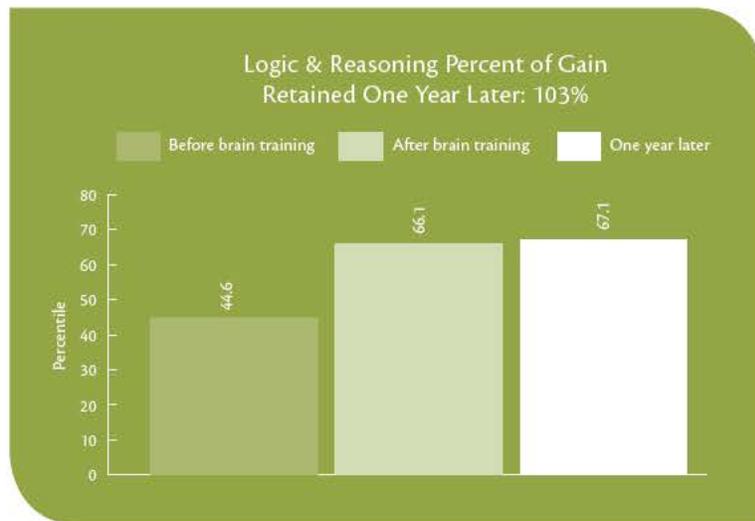
Statistics show that, dollar for dollar, brain training is seven times more effective than tutoring. This is because, while the hourly rate for one-on-one brain training is more than the hourly rate for group tutoring, brain training produces results so quickly that it can cost literally thousands of dollars less than tutoring for the same improvements!

Plus, tutoring reteaches information that a student might not have grasped the first time around. Brain training physically reorganizes neural pathways, creating a faster, smarter brain for a lifetime!

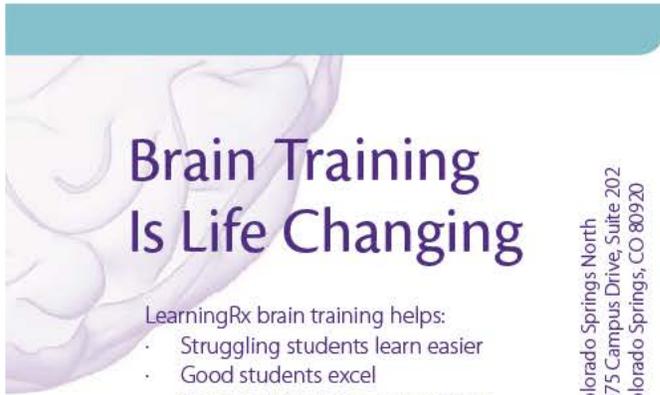
### Does It Last?

Our programs create results that are dramatic and lasting—and we've got the numbers to prove it! Using the gold standard of cognitive skills testing—the Woodcock Johnson III—we measure the cognitive skills of every client before and after brain training. Whenever possible, we measure again a full year later.

But don't take our word for it. Check out these Logic & Reasoning scores of clients tested before brain training, immediately after brain training, and a year later. Twelve months after completing their programs, our clients retained 103% of their gains! That means their improvements have not only held steady, they've actually continued to increase!



*Real stories. Real families. Real brain training. | 15*



# Brain Training Is Life Changing

LearningRx brain training helps:

- Struggling students learn easier
- Good students excel
- Career adults gain a competitive edge
- Weekend and professional athletes think faster on their feet
- Senior adults stay mentally sharp
- Stroke and TBI victims regain lost brain function
- Kids and adults find answers for ADHD, autism, dyslexia, learning challenges and more!



Colorado Springs North  
7075 Campus Drive, Suite 202  
Colorado Springs, CO 80920

**LearningRx**  
train the brain. get smarter. guaranteed.

To watch videos related to each of the stories in this issue, scan the QR code after each article or visit [www.lifechangingmagazine.com](http://www.lifechangingmagazine.com). *Life Changing* is published by LearningRx, the largest one-on-one brain training center in the world.



*A faster, smarter brain improves performance at school, at work, in sports—even behind the wheel of a car! Is brain training right for you or someone you love? Take advantage of the coupons below and take the first step to finding out!*

What's real brain training like?  
**Come see for yourself!**

You are personally invited to visit our center for a complimentary brain training demonstration. Call us today to find out more!

**719-550-8263**

Get started this week!  
**Save \$50!**

Schedule a comprehensive Cognitive Skills Assessment today

Testing regularly priced at \$299

**719-550-8263**

[www.learningrx.com/colorado-springs-north](http://www.learningrx.com/colorado-springs-north)

LearningRx offers customized TBI recovery programs

LearningRx offers proven TBI recovery programs

**LearningRx can help overcome the long-term symptoms of TBI:**

- Poor memory or memory loss
- Poor concentration and lack of focus
- Inability to perform sequential tasks
- Difficulty organizing thoughts and activities
- Poor problem-solving, decision-making and planning skills
- Poor reading comprehension
- Taking a long time to complete tasks

**Our proven programs...**

- can help anyone get smarter, at any age, by building up weak cognitive skills;
- strengthen those weak skills by forcing the brain to better utilize or develop new pathways so it can process information more quickly and efficiently;
- create rapid lasting changes for men and women suffering from TBI; for kids with learning problems; or for adults wanting to improve thinking, processing, and performance.



**DYLAN**  
 Age 27, Traumatic Brain Injury  
 Long-Term Memory increased from the 20th to the 50th percentile  
 "I got my memory back, and my wife says, 'I got my husband back!'"

For more information on TBI cognitive skills training call the LearningRx center in [Center City/Area].

**(123) 456-7890**

[Center Address 1]  
 [Center Address 2]  
 [Center Address 3]



Actual testimonial and statistics used by permission; stock photography is used to protect the privacy and security of individuals. Copyright © 2009 – LearningRx, Inc. LearningRx is a trademark of LearningRx, Inc.

**CONFIDENTIAL**

**New Hope**

**Questions & Answers**

Overcoming the Effects of Traumatic Brain Injury



A proven treatment option for people with TBI

**LEARN 007215**

The LearningRx mission:  
Offer one-on-one brain training that effectively overcomes TBI

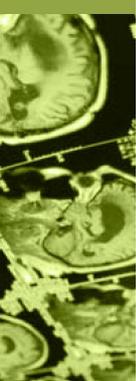


Exhibit J, p.2



**Dr. Ken Gibson**  
CEO, founder, and creator  
of the breakthrough  
LearningRx brain training  
program.

**H**eadaches, memory loss, inability to concentrate, irritability and depression – these symptoms are the daily reality of Traumatic Brain Injury (TBI), a condition that leaves victims and their families struggling to know what to do next. Whether TBI is the result of a favorite activity like biking or skiing, an auto accident, or a wartime injury, sufferers know that things are not the same. If you are one of those looking for answers, LearningRx offers you and your family the chance to begin to regain the life you had before TBI.

At LearningRx, we have practical experience that helps us understand how the brain works. Our personalized brain training programs have proven successful at restoring memory, focus skills, and clear thinking in men and women with mild to severe TBI.

Our training rebuilds the delicate neural pathways necessary to process information quickly, remember fully, and think clearly. Please call us. Our professional staff will be glad to answer any questions you have about this exciting new hope for overcoming the effects of TBI.

## Questions & Answers

**Q: How exactly can LearningRx help me if I have suffered a Traumatic Brain Injury?**

**A:** Our brain training process begins with a cognitive skills test that precisely identifies which mental areas require strengthening.

You will then be paired up with a LearningRx trainer who will meet with you one-on-one and guide you through targeted and intense exercises, timed drills, and other procedures that will quickly build up those weak areas.

**Q: Does the training physically change the brain?**

**A:** Yes. When a TBI occurs many of the original neural pathways used for specific thinking skills are interrupted or damaged. Long-term recovery happens only when new neural pathways or connections are created. LearningRx one-on-one training helps create those new pathways and connections.

**Q: How can I tell the training is actually working?**

**A:** People going through the training know it's working because things get easier for them. They feel smarter and are able to do everyday tasks faster and more efficiently. Many common TBI symptoms lessen or disappear altogether.

Your post-training testing will confirm the mental skills improvements.

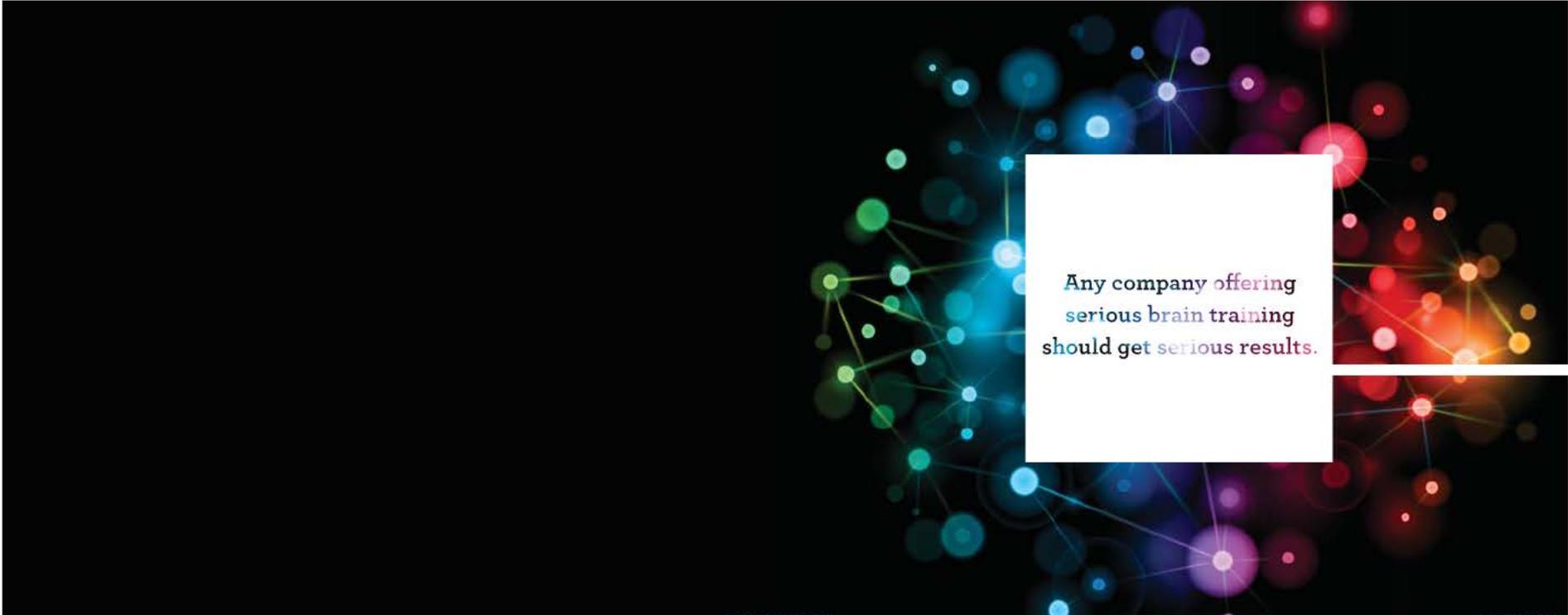


LearningRx [Center City/Areal]  
(123) 456-7890

CONFIDENTIAL

LEARN 007216





Any company offering serious brain training should get serious results.

CONFIDENTIAL

LEARN 001627

# AND WE DO.

LearningRx is the premier one-on-one brain training company in the world. We help kids and adults who feel held back in school, work or life by the way their brains are performing, especially in areas such as reading, remembering, paying attention, thinking quickly, solving problems and more.

We help by improving—often dramatically—the brain's ability to register, process, remember and use incoming information.

### You want better results?

- **Put out there**
  - We **put out there** an average of **13 percent** in 13 weeks.
  - We help clients with reading struggles get on average **4.3 word improvement** in reading skills in 24 weeks.
  - We improve attention skills so significantly that 6 out of 10 clients who come to us on ADHD medication report being able to **stop**



### Get rid of the medication before the end of their training.

- We dramatically improve brain function for clients with traumatic brain injuries. In fact, clinical studies show that, in working memory alone, our clients with TBI rank an average of **64 percent** the points **higher** (out of 100) after brain training.

At LearningRx, we get to the root of the struggles that are making life harder than it needs to be. Our programs find and fix the weak cognitive skills that are the cause of most struggles with memory, reading, learning and more. In fact, our clients report life-changing improvement in the way their brains perform in every area of life.

### Our clients include:

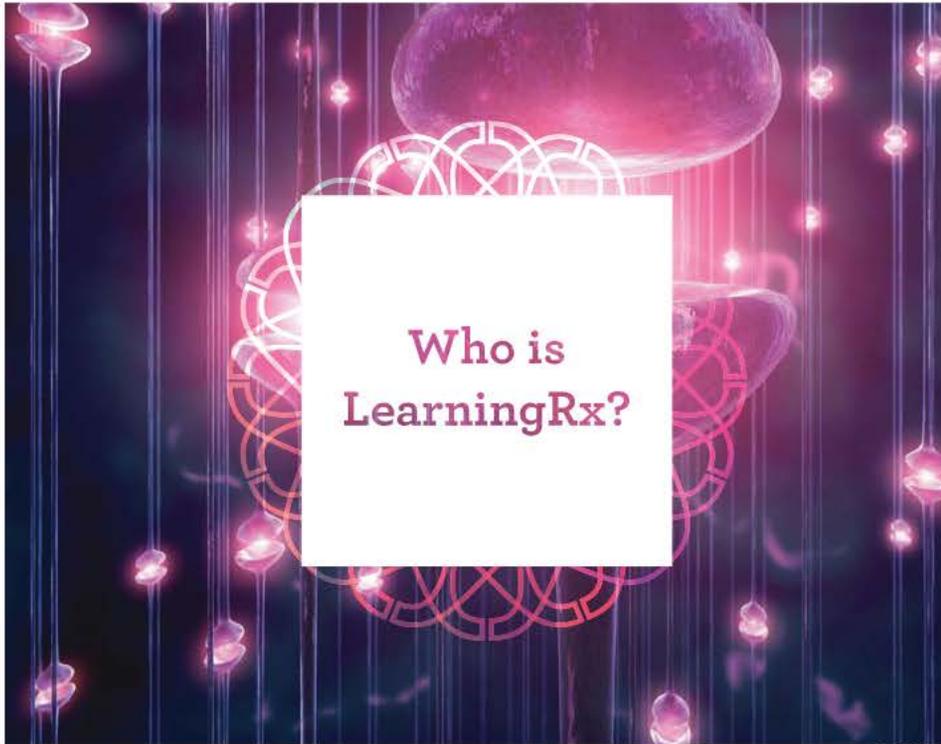
- Struggling students
- Post-K through first graders who can benefit from a strong launch into formal learning
- Children and adults with dyslexia or reading struggles
- Children and adults with ADHD
- Children and adults who want to perform better in school
- Children and adults with autism spectrum disorders
- Successful students competing for scholarships or college placement
- Professional and weekend athletes looking to think faster on their feet
- Seniors and veterans who struggle with skills as they age
- Veterans of military or traumatic brain injuries

If you or someone you love is serious about improving how the brain thinks, learns, remembers, reasons and even pays attention, we can help.



CONFIDENTIAL

LEARN 001628



# Who is LearningRx?

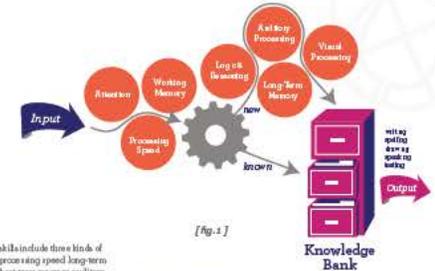
LearningRx is the expert in the applied science of neuroplasticity.

At LearningRx, we apply the latest in brain science to stimulate the brain to strengthen and even create new neural connections, dramatically improving the way the brain receives, processes, remembers and uses incoming information. The result? Dramatic, permanent improvements in brain performance in as little as 12 weeks. (To see results on thousands of students, visit: [www.learningrx.com/results](http://www.learningrx.com/results)).



**Change your brain, change your life.**  
How your brain handles information impacts every area of your life. Whether you're reading a book, studying for a test, discussing something with your boss, chatting with a friend, or even driving, our your brain is being bombarded with information from all five of your senses. All the [Fig 1] incoming information is being processed and also becomes cognitive skills. Like computers in a machine, these cognitive skills are working together to store information in the bank of knowledge we use to succeed in school at work and in life.

These skills include three kinds of attention, processing speed, long-term memory, short-term memory, auditory processing, visual processing, and logic & reasoning. The bad news is that if even one of these core brain skills is weak, it keeps your brain from fully processing & using information. This causes learning challenges with thinking, reading, learning, reasoning, remembering, and paying attention. The good news is that LearningRx's innovative style of brain training changes the brain, strengthening those weak cognitive skills and improving mental performance in every area of life.



[Fig. 1]

**What is the applied science of neuroplasticity?**  
We know that you know that the brain can be changed. In fact, for years scientists believed the brain was "static" and that how each brain grouped and processed information was set in stone. Today, we know that the brain is "plastic" meaning it can be molded and changed. Our neuroplasticity helps change and even our thoughts stimulates our brains to make structural and functional changes, creating existing neural connections and even creating new ones. This amazing ability is called neuroplasticity and our brains can do it no matter how old we are. At LearningRx, we've figured out how to target and strengthen strategic skill pathways in the brain to get very specific improvements in mental performance. In other words, we harness the brain's neuroplasticity to help our clients experience the benefits of a smarter, faster brain.



LEARN 001629

CONFIDENTIAL



What do we do?

CONFIDENTIAL



LearningRx is the pioneer and leader in one-on-one brain training.

In LearningRx Brain Training Centers across the nation, certified trainers work one-on-one with clients of all ages about an hour a day for 12 weeks or longer, using intense mental exercises to create permanent, measurable and dramatic changes in how the brain performs.

Not all brain training is created equal.

While there are many levels of workouts for the brain, working one-on-one with a certified brain trainer provides the greatest intensity and the most productive workout for your brain.

In fact, one-on-one brain training is a completely different process—with completely different goals and results—than digital training you do on your phone with a video game or on a brain training website.

Mental exercise done with a brain trainer is more effective than digital exercises you can do on your own. Here's why:

If you've ever made a decision to transform your body then you've done a gym and worked out every day with a personal trainer for three or four months, you know what it feels like to have someone push you past your comfort level and into the dramatic changes you're looking for.

That's the kind of working relationship and intensity—and those kind of life-changing improvements—needed to push them to your mental skills and you have a pretty good picture of what personal brain training is all about.

LearningRx brain training exercises create accountability and keep sessions intense to generate the "mental pain" needed for real change. They provide feedback

and encouragement and make brain training interactive, educational and fun.

It's a powerful combination that a computer program simply can't provide.

The training relationship is key to the reason we get scientifically measurable proven results that is unmatched by any other brain training product on the market today.

How LearningRx brain training differs from tutoring.

One-on-one brain training is also a completely different process (with different goals and results) than tutoring.

Tutoring reinforces content (it provides the benefit of having a teacher all to yourself) but it's not teaching. It deals with the reliability of information.

LearningRx brain training on the other hand doesn't deal with the brain. It improves how your brain performs. Instead you become equipped to give, process and remember information coming your way whether that information is being presented by a teacher, tutor, parent, employer, textbook (or coming at you while you're driving on a playing sports or hanging out with friends).

The brain training difference.

At LearningRx we change the brain. That's why we get the dramatic and life-changing results that you do. See below for an example.

BEHIND TRAINING VS. TUTORING  
READING IMPROVEMENTS  
(ATTRACT SKILL TRAINING GAINED)



Based on a 2009 study by the University of Illinois at Chicago. See <http://www.learningrx.com/brain-training-research>

WHAT'S THE DIFFERENCE?

**TUTORING**  
Tutoring reinforces information that we've grasped the first time around.

**DIGITAL BRAIN TRAINING**  
Digital brain training offers brain-friendly games you can do by yourself on the computer or by video. Digital training is a closed system, one game and intensity. While these games are good for maintaining current performance levels or breaking a skill or two, nothing beats the intense, customized workout of one-on-one brain training for the most dramatic gains in IQ and brain performance.

**LEARNINGRX ONE-ON-ONE BRAIN TRAINING**  
LearningRx personal brain training consists of intense mental exercise done one-on-one with a personal trainer in time. The "class" trainer who usually is one of the keys to our dramatic results creating intensity, inspiring commitment and providing accountability. In addition, results are measured by third-party standardized tests and provide precise solutions for people looking for dramatic, scientifically measurable improvements in brain performance and even IQ.





# Why LearningRx?



LearningRx is unmatched in getting scientifically measurable improvements in brain performance and even IQ.

No other program on the market today gets the kind of scientifically measurable, life changing improvements in cognitive performance that our programs get.

**Result driven. Clinically proven. Research based.**  
 • Our clinically proven programs are based on the latest in brain science research.  
 • We test the brain skills of every client before and after training using the Wechsler Adult Tests of Cognitive Abilities & Tests of Achievement. This is a third party standardized cognitive skills assessment used by psychologists, educators and other professionals nationwide.  
 • We analyze data on more than 20,000 LearningRx clients so that we know exactly what impact our brain training is making.

**Only LearningRx one-on-one brain training incorporates the seven key elements necessary for the most dramatic results:**

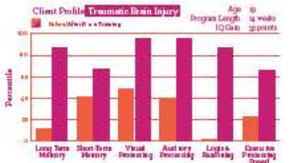
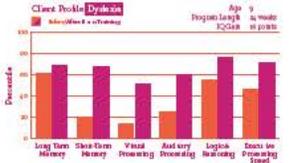
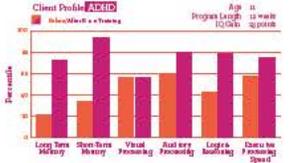
- Brain training can't be taught in a classroom. It must be **tailored** like learning to play tennis or the piano.
- Brain training exercises need to be **intense**. Learning Rx brain trainers use a variety of methods—

including speed math to improve calculation and multi-tasking to create each workout session intense. Just as muscle building requires intensity to push muscles beyond the comfort zone and into real change, building mental connections requires the same intense thing.

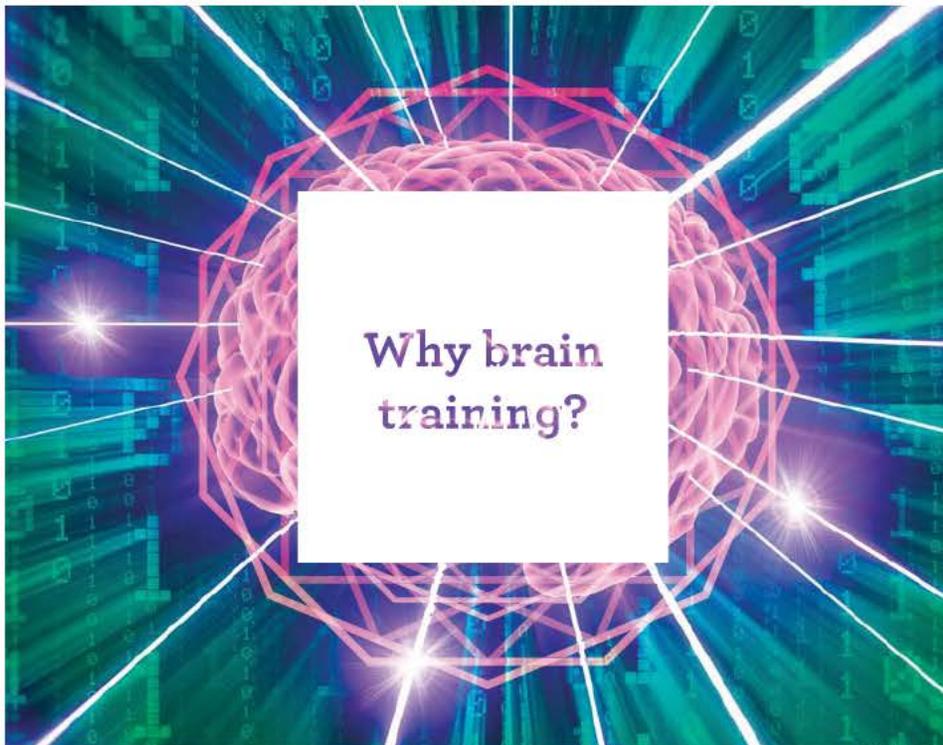
To become permanent skills acquired during brain training need to be embedded using a technique called **loading**. Loading involves multi-tasking which makes the brain "tune up" multiple connections. All this activity forces the brain to alternate more familiar tasks so it can focus on newer, less familiar tasks. This is a fast track method of making new skills and making it a more permanent part of the brain.

To be effective brain training requires **practice and repetition**. If you're giving your brain an intense workout that includes drilling, sequencing and loading, you've created the perfect environment for maximum lasting changes in your brain. The best thing you want to do is practice, reinforce and embed, anytime. This is why immediate feedback is critical.

Without doubt, the most effective way to create the kind of mental workout described above is to work **one-on-one** with a personal brain trainer. This is the fastest way to get an intense mental workout that is intense in the right order, multi-tasking and immediate feedback to plus the accountability and consistency that make personal coaching relationships so effective.



CONFIDENTIAL



## Why brain training?

CONFIDENTIAL

LearningRx one-on-one brain training is an investment with lifelong returns.

Stronger brain skills are linked to better grades, higher income, greater confidence, more college choices, job retention, career advancement, improved quality of life as we age, reclaimed independence after a stroke or TBI and much more!



Investing in smarter is an art form. It's common knowledge that the higher your IQ, the faster and more your mental performance. But did you know your IQ can impact your personal outcomes? Studies consistently link higher IQ to college scholarships, job advancement and higher income for life. In fact, one study found that a gain of just 10 IQ points associated with an increase of \$9,000 to \$18,000 in yearly earnings. Multiply that over a lifetime career and the numbers become even more significant. Maybe the link between IQ and income isn't a big surprise. But what many people don't know is how much they can change their IQ. LearningRx brain training is clinically proven to raise IQ an average of 15 points in just 12 weeks. Considering the link between IQ and earnings, dollar signs at LearningRx can result in impressive financial returns (especially for a child or young adult who recalibrates brain training before or early in a career). It's a skill investment to pay about how successful you are in school and on the job. They also help determine success in sports performance behind the wheel of a

car and on a team. Relationships both professional and personal. Finally, they play a big role in your quality of life as you age. LearningRx brain training increases IQ and the open mental skills and it doesn't matter where you are on the continuum when you come to us. Our kids and adults with above-average brain skills get tremendous lasting improvements in brain performance after LearningRx brain training. That's great news for successful students and career adults looking for a competitive edge in college or in the marketplace.

IQ Range	Income at age 40 (ad justed for 2015)
130+	\$99,045
110-119	\$75,198
90-109	\$56,374
70-89	\$40,631
<70	\$29,732

from the National Longitudinal Survey conducted by the US Department of Labor's Bureau of Labor Statistics as published in the *Journal of Human Capital* in 2002. IQ scores are about the same figure for your average contemporary population. [www.bls.gov/iif/oshwc/osh/longman/longman.htm](http://www.bls.gov/iif/oshwc/osh/longman/longman.htm)

### IS BRAIN TRAINING WORTH THE COST?

**TREATS THE CAUSE**  
More than 80% of reading a student's memory and learning problems are caused by weak cognitive skills—the same skills we strengthen.

**FAST RESULTS**  
Improvements are seen quickly often within a week or two and continue from there.

**PERMANENT GAINS**  
When possible we measure gains a year after training. Our results are not only dramatic they stick!

**UNMATCHED RESULTS**  
No other program on the market today gets the consistently remarkable dramatic improvements in mental performance that we get!

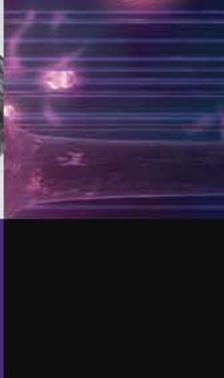
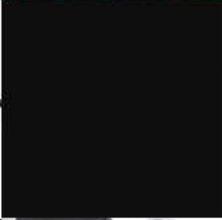
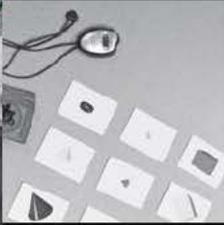
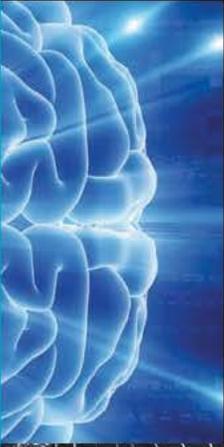
**CLIENT SATISFACTION**  
When asked on a scale of 1 to 10 how likely they are to recommend LearningRx to their friends, our clients give us an average of 9.5. That's more than 20% higher than the national average of 7.5, and one of the highest ratings in the country.



LEARN 001632



# Learning Rx



CONFIDENTIAL

LEARN 001634

(1,001 words)

## **Your Special Needs Guide to Brain Training Solutions**

Not all brain training is created equal. The term is sometimes thrown around loosely to include computer-based training, handheld games, “brain fun” applications, and even neurofeedback (which uses sensors to read brainwaves).

For the sake of clarity, the following list refers to needs that can be improved, eliminated and, in some cases, prevented, through one-on-one, intensive cognitive skills training – also known as “personal brain training.” In this customized training, participants are first assessed in person using the Woodcock Johnson Test of Cognitive Abilities and the Woodcock Johnson Tests of Achievement. The former, which is used by psychologists and educators across the country to measure brain skills’ strengths and weaknesses, is considered the gold standard of cognitive skills testing. Using the results of the assessment, participants are matched up with a brain trainer and provided a customized brain training program to match their needs and strengthen their weak cognitive skills.

From four to 94, intensive, one-on-one brain training can significantly improve brain skills for the following:

- 1. ADD/ADHD:** Stimulant medications can have side effects and classroom accommodations can alienate children from their classmates. Brain training treats the root cause of attention issues – weak attention skills – once and for all. A considerable number of students who undergo personal brain training for ADHD get off stimulant medication for good.
- 2. Age-related cognitive decline:** Cognitive decline is a natural part of aging – but that doesn’t mean you can’t stop it in its tracks. Brain training takes advantage of the brain’s neuroplasticity and cognitive reserve, creating new neural resources to prevent or even reverse age-related decline related to memory, processing speed and comprehension.
- 3. Alzheimer’s/dementia:** A study of 29,000 people found that those with the highest cognitive reserves had a 46 percent reduced risk of developing dementia compared to those with lower reserves. Brain training increases cognitive reserve, and also helps reverse dementia – even after the symptoms are apparent.
- 4. Athletics:** Athletes looking for a competitive edge see great results from personal brain training. By increasing cognitive skills like memory (to recall plays), processing speed (to evaluate and react to situations) and attention (to avoid distractions), they can condition their brain just as they do their body.
- 5. Asperger’s/autism/pervasive developmental disorder:** Although all the symptoms of autism can’t currently be cured, brain training can significantly improve the quality of life for both participants and caregivers by improving the most common cognitive weaknesses associated with the disorders: processing speed, short-term memory and logic and reasoning skills. One-on-one personal brain training regularly produces multiyear gains by using

- programs that are highly ordered, individually designed and systematic in providing predictable success that even students on the autism spectrum can track and recognize.
6. **Career advancement:** Today's competitive job market requires workers to stand out in a large applicant pool. Whether you're seeking employment or a promotion at your current job, cognitive skills training can provide a significant boost to improve your performance by strengthening brain skills like memory, processing speed, attention and logic and reasoning.
  7. **College prep:** Not everyone who excels in high school can succeed in college. The work is harder, there are more temptations and the workload is much greater. Brain training can provide students with stronger learning skills to build confidence and make learning easier and faster in a way that tutoring and college prep programs can't.
  8. **Dyscalculia:** This broad term for learning difficulties in math can be applied to about five percent of our population. Although genetics can play a small role, people who struggle with math do so because of weak cognitive skills like visual processing and working memory. One-on-one brain training can help anyone become better at math.
  9. **Dysgraphia:** For school-age children and teens, writing illegibly may be a sign of dysgraphia ("problems with writing"), which is caused by weak cognitive skills, like visual processing. While handwriting skills may improve for some over time, those who struggle due to weak brain skills will only excel when the CAUSE of their dysgraphia is treated.
  10. **Dyslexia:** Despite the common misconception, dyslexia is not about reversing letters, but rather weak auditory processing skills. In fact, 80 percent of the country's reading problems are due to poor auditory processing skills. Personal brain training and sound-to-code reading training can undo a lifetime of poor reading in a matter of weeks!
  11. **Early learners:** As early as preschool, undetected cognitive skills weaknesses can cause learning struggles, which in turn can rob students of the joy of learning. One-on-one brain training provides a lifelong foundation of strong cognitive skills to make learning easy and fun.
  12. **Gifted:** It's not uncommon for advanced students to struggle to find challenging work beyond Honors and AP courses. Because personal brain training is customizable, high-performing students can continue to strengthen their brain skills beyond the confines of school.
  13. **Post-chemotherapy.** Memory loss after chemotherapy can no longer be blamed entirely on aging or fatigue due to cancer. Brain training can help lift the "brain fog" associated with the treatment by strengthening cognitive skills before, during and after chemotherapy.
  14. **Post-concussion:** There's been a lot of news coverage on professional boxers and football players whose cumulative concussions may have led to chronic traumatic encephalopathy (CTE). While one-on-one brain training may help strengthen the weak cognitive skills associated with CTE, a cognitive skills assessment helps provide a baseline measurement to which future assessment results can be compared.

**15. Traumatic brain injury:** Customized, personal brain training uses neuroplasticity to rebuild the brain's neural connection network. The right training can actually bypass the damaged areas of the brain and restore normal or near-normal brain function.

If you think that you or someone you love can benefit from brain training, be sure you're comparing apples to apples. The most significant changes aren't found in a handheld video game, "brain fun" website or in a downloadable application. Instead, look for personal, one-on-one, intensive cognitive skills training programs based on science and backed up with results. Put neuroplasticity to work and feel your brain at its best!

*A tragic accident.  
A traumatic brain injury.  
A lengthy coma.*



When a thirty-three-year-old father is left with the brain function of a child, what will it take to turn him back into a man and a dad?

**MICHAEL J. KLASSEN  
AND KAREN LINAMEN**

**CONFIDENTIAL**

**LEARN 002105**

**Exhibit M, p.1**

# VITAL CONNECTIONS



# VITAL CONNECTIONS

A tragic accident.  
A traumatic brain injury. A lengthy coma.  
When a thirty-three-year-old father is left with the brain function of a  
child, what will it take to turn him back into a man and a dad?

*Michael J. Klassen and Karen Linamen*



Klassen, Michael J.

Vital connections / Michael J. Klassen and Karen  
Scalf Linamen.

p. cm.

Includes bibliographical references.

LCCN 2012947479

ISBN 978-1-4675-4114-5

1. Keller, John, 1977---Health. 2. Brain damage--  
Patients--United States--Biography. 3. Brain damage--  
Patients--Rehabilitation--United States. 4. Executives  
--United States--Biography. 5. Neuroplasticity.  
I. Linamen, Karen Scalf, 1960- II. Title.

RC387.5.K53 2012

617.4'81044'092

QBI12-600186

# Contents

Foreword by Tanya Mitchell .....	1
Prologue .....	5
Chapter 1	
The Appointment.....	7
Chapter 2	
Point of Impact .....	17
Chapter 3	
Saving John .....	25
Chapter 4	
Turtle Man.....	33
Chapter 5	
Homeward Bound.....	53
Chapter 6	
A Leap of Faith .....	63
Chapter 7	
Mental Sweat.....	69
Chapter 8	
Transitions.....	75
Chapter 9	
Pebbles in the Pond.....	81
Epilogue .....	89
Appendices	
A. About LearningRx .....	97
B. The Paradox of John’s Memory .....	99
C. Results of LearningRx / WA State Veterans Dept. Pilot .....	101
D. Results for 60 Soldiers with TBI After Brain Training .....	103
E. Real Stories. Real Families. Real Brain Training.....	105
F. Answers to the Top Six Questions About Brain Training .....	121
G. The Value of a Better Brain.....	123
Online Content	
Photos, Videos and Links.....	<a href="http://www.vitalconnectionsbook.com">www.vitalconnectionsbook.com</a>



## Foreword

# Brain Injury Just Got Personal

At LearningRx, our focus for years had been helping kids with learning problems improve memory, attention, and thinking skills. To be honest, we had never explored what our one-on-one brain training procedures could do for traumatic brain injuries (TBIs).

Then, in 2007, our center in Colorado Springs had the opportunity to work with a soldier who, while on deployment, suffered multiple TBIs from blasts from roadside bombs, also known as IEDs. This was the first time we had worked with someone with a TBI. The soldier, once an avid reader, had lost his ability to read, remember, and focus. We didn't know how much our brain training procedures could help him, but we were willing to find out.

The results were astounding. As Vice President of Research and Development at LearningRx, I can tell you that even *we* were surprised. This young man's improvements were absolutely life changing.

Over the next two years we began seeing a growing number of clients with traumatic brain injuries. Many of these clients were soldiers; others had been injured as a result of car accidents, school sports, mountain biking and more. We continued to be amazed as we saw *every single client* regain some or all of the brain skills that had been lost due to the injury.

In 2010, we were able to track the impact of one-on-one brain training on a larger scale, when the Washington State Veterans Department asked us to partner with them in a pilot program for soldiers with TBIs. We provided brain training for fifteen Fort Lewis soldiers who were struggling significantly as a result of traumatic brain injuries. At the graduation ceremony for those who had participated in the program, I listened as soldier after soldier explained how LearningRx brain training

had literally changed his or her life. Most had been able save their military careers; many had been promoted to even higher positions.\*

We began compiling statistics on soldiers with TBIs who had completed our brain training program. In addition to the fifteen Fort Lewis soldiers, by then we had worked with over forty soldiers in our Colorado Springs Brain Training Center. Again, the results were astonishing.\*\*

As were the stories. I remember one soldier whose exposure to multiple IED explosions resulted in the loss of an eye as well as a TBI. His brain injury had impacted his ability to reason, plan, think quickly and multitask. He felt distracted and frustrated. Before brain training, he assumed he would live the rest of his life on disability. After LearningRx brain training, his improvements were so dramatic that he decided to go back to college and get a degree in industrial automation. Three years later, he still stays in touch with his LearningRx brain trainer and is doing great in college; in fact, this past semester he got all A's!

Professionally, I can't tell you how rewarding all of this has been.

And then it got personal.

In early 2011, my dad sustained a brain injury following an infection that landed him in the hospital for a week. When he was finally released to come home, he was far from his normal self. My dad had always been the smartest and sharpest person I knew; suddenly he was struggling with executive functioning skills, processing speed, and long- and short-term memory. A normal conversation with him became very difficult, and his ability to remember anything for even a few minutes was sketchy at best. My dad had been a brilliant researcher and entrepreneur. Now everything he'd been working on before his illness was put on hold.

About that time, after watching a video about John Keller's TBI and remarkable recovery, I realized that brain injury caused by an infection is not all that different from brain injury caused by a bomb or motorcycle accident. Immediately I felt a surge of hope! My family had already been making plans for Dad to work with a LearningRx brain trainer, and after seeing John's video, we didn't wait another day! We got him started immediately.

Today, because of one-on-one brain training, my dad is nearly back

to his old self. The wheels in his head are spinning almost as fast as they did before his illness. I can't imagine the pain of having to live with any other outcome.

By the way, my dad happens to be Dr. Ken Gibson, the creator and founder of LearningRx.

Forty years ago, intrigued with the idea of making kids smarter, my father began researching the latest and greatest developments in brain science, then applying what he discovered to helping kids learn better. Before long, his innovative concept of one-on-one brain training had attracted the attention of educators, doctors and researchers across the nation. Little did he know that his cutting-edge techniques would one day change the lives of tens of thousands of children and adults around the world, plus help him regain his own brain skills lost to illness!

If you know someone who is struggling in school, work or just life in general, I want to assure you that there's hope. I can tell you professionally—and now personally as well—that with the right training, the brain can be changed at any age, and mental performance improved in every area of life.

I trust that you'll find John Keller's story a source of inspiration and hope. I know I did.

Tanya Mitchell  
Vice President of Research and Development  
LearningRx

*\*To see the statistics on this study, see appendix C*

*\*\*To see the statistics on this study, see appendix D*

## **APPENDIX A: About LearningRx**

**LearningRx offers children and adults of all ages serious brain training that gets serious results:**

**Our clients come to us because something in their life isn't working.** Typically they are struggling at school or at work, frustrated by problems with memory, concentration, reading or the time it takes to complete tasks or assignments. Many clients have experienced concussions or TBIs, or have been diagnosed with ADHD, dyslexia or autism.

**Our programs change how our clients experience life.**

After going through our program, our clients experience real-life improvements in how they think, read, learn, focus and remember. They experience measurable gains at school, on the job and in daily tasks. These gains include better grades, faster completion of tasks, less procrastination, improved performance on the job, faster response times while driving or playing sports, better attention skills and improved memory.

**Our results are scientifically measurable and clinically proven.**

Because we do a thorough assessment of brain skills before and after brain training, we can scientifically measure the dramatic gains created by our programs. On average, our clients experience an increase of fifteen to twenty points in IQ and a gain of thirty percentile points in the seven core cognitive skills that determine how well we think, learn, read, remember and pay attention. Plus, students who come to us for help with reading typically improve their reading skills, in less than six months, an average of 2.9 years. Absolutely no other program on the market today—including tutoring or digital brain training—gets the dramatic, life changing and clinically proven results that we get.

**Here's why we're so effective:**

When someone comes to us for help, we begin with a comprehensive assessment of his or her cognitive skills. This helps us identify and target cognitive weaknesses that are causing problems. Then we team each client with his or her own personal brain trainer in a one-on-one coaching environment. Over the course of twelve to thirty-two weeks, clients are coached through a series of intense customized mental exercises that stimulate the brain to strengthen existing neural pathways and even forge new ones. These physical changes improve or fix weak cognitive skills, allowing the brain to work faster and more efficiently than before.

**Seven things you need to know:**

1. For twenty years, we've specialized in taking the latest and greatest developments in brain science and using them to help kids and adults reap the benefits of faster, smarter brains.
2. We are the pioneer and leader in the field of one-on-one brain training and the largest one-on-one brain training company in the world.
3. Our programs are researched-based and clinically proven.
4. Our results are both dramatic and scientifically measurable.
5. We help kids and adults of all ages, including struggling students, high-performing students and adults, career and senior adults. We also help kids and adults who have experienced concussions or TBIs, or who have been diagnosed with ADHD, dyslexia, autism and more.
6. One-on-one brain training is a very different process than tutoring or digital brain training, and produces radically different results.
7. We offer serious brain training that translates into significant and practical improvements in daily living.

## **New Year, New Brain**

### **Understanding the Brain's Ability to Change – at Any Age**

In some ways, your brain is fragile – prone to damage by even a slight bump against your skull or an untreated infection.

But the flip side of this fascinating “hub” is its amazing ability to rewire and repair itself. Neural signals hitting roadblocks from damaged tissues (such as from a concussion) can be rerouted to an alternative path. Damaged areas of the brain can be trained to function properly once again. And even a healthy brain can be trained to work faster and more effectively. This ability to change at any age is called “neuroplasticity,” and the depth of its potential becomes more understood as medical advances like Functional Magnetic Resonance Imaging (fMRI) allow us to actually see the brain at work.

There are plenty of testaments to the brain's ability to change. Children with severe dyslexia have actually “rewired” their brains after undergoing programs to strengthen auditory processing skills, like phonemic awareness. Teens with ADHD who have undergone cognitive skills training for one or more of the three types of attention have shed their label and gotten off stimulant medication for good. Seniors with age-related cognitive decline have seen incredible results in restoring memory function to delay the onset of dementia. But perhaps most impressive is the miraculous recovery seen in soldiers, athletes and accident victims who have experienced a significant traumatic brain injury.

Take John Keller. In February of 2008, John had decided to sell his motorcycle and was taking it for a farewell ride when he was broadsided by a sedan. He was catapulted 150 feet into the air and landed half a football field away. “I woke up 11 months later and 350 miles away in a rehab center in Houston, Texas,” explains John. “The first thing I noticed was that I was wearing diapers. I had no idea where I was. I certainly didn't know I'd been in three different hospitals and a nursing home. I didn't know about the traumatic brain injury or the 14 surgeries, or that I hadn't walked, talked or eaten for almost a year.”

The day John left the hospital, even the doctors and nursing staff were saying it was a miracle.

Two years after his accident, John's body was healed, but not his brain. He was functioning at the level of a four-year-old. His family enrolled him in a one-on-one brain training program. John was paired with a personal brain trainer and for an hour a day, five days a week they did intensive, customized brain training exercises to strengthen John's cognitive skills. It was a long, hard battle, but the results were life changing.

The before and after measurements of his cognitive skills were incredible. His long-term memory jumped from the first percentile to the fifty-first. His visual and auditory processing skills showed even greater improvement. Logic and reasoning improved by 40 percentile points, from the nineteenth to the fifty-ninth percentile. Finally, his processing speed and executive processing speed showed

tremendous improvements as well. Best of all, the changes in John's brain were permanent.

Fast forward to present day. John has done public speaking about his recovery and continues to receive invitations to speak. A Houston television station aired a story about him. National Public Radio interviewed him for a story on Congresswoman Gabrielle Giffords following the tragic shooting that left her with a much-publicized traumatic brain injury. Chicken Soup for the Soul featured John's story as a chapter in the book "Boost Your Brain Power." LearningRx, the brain training company that helped John rewire his brain and recover his cognitive function, chose him (out of students at more than 80 centers across the country) as its 2011 Student of the Year. In an effort to give others hope, John visits brain-injured patients, encouraging them and their families not to give up in their journey to get back to "normalcy" because he knows the brain is capable of miracles.

While John's case is an example of the extreme spectrums of cognitive function, you don't need to have a traumatic brain injury to see significant improvements from brain training. Kids and adults who go through one-on-one intensive cognitive skills training – including those with autism, ADHD, dyslexia, age-related cognitive decline and math struggles – see dramatic improvements in their lives. Brain training graduates think, learn and remember better, and a faster stronger brain improves performance at school, work and in sports.

Like John Keller, you can put neuroplasticity to work for you. You're never too old (or young!) to change your brain and create a smarter you!

#### **SIDEBAR:**

In addition to enrolling in a brain training program, there are things you can do to keep your most complex organ healthy. Here are seven tips to get you started:

1. **Increase your omega-3 intake.** Studies show that consuming coldwater fish, like tuna, salmon and trout can help the benefit the brain because of the omega-3 fatty acids. If you don't eat fish, talk to a dietitian about fish oil supplements.
2. **Consider acupressure.** Studies of veterans returning with combat-related mild traumatic brain injury have indicated a link between acupressure treatments and enhanced cognitive function – especially working memory.
3. **Avoid foods that cause allergies.** Even slight food allergies can cause "brain fog."
4. **Exercise.** Aerobic exercise improves oxygen supplies to the brain, which helps it repair itself and function properly. If you can't exercise, practice meditation and deep breathing.
5. **Keep your glucose in check.** Dips or surges in blood glucose levels can affect concentration and processing speed.
6. **Get enough sleep.** A lack of sleep has been linked to decreased attentiveness, response time and short-term memory. Not to mention, the brain does its best healing and "spring cleaning" during sleep.
7. **Increase your antioxidant intake.** Dark-skinned fruits and vegetables, nuts and curry have all been found to keep the brain healthy.

HOME | BRAIN TRAINING 101 | WHO WE CAN HELP | OUR PROGRAMS | ABOUT US  
About LearningRx | Where am I? >> Brain Training >> About LearningRx



## About Us

### About LearningRx – Who is LearningRx?

LearningRx is a successful nationwide network of brain training centers. We are a family of concerned and passionate educators, professionals, and local business owners who want to help kids and adults learn & perform faster, better, and more easily. We are also a stable and growing company with expansion opportunities for business-minded people who want to make a positive contribution to their community.

### About LearningRx – What do we do?

We change lives through brain training. At the root of LearningRx's success is a brain training program that has unmatched power to unlock learning potential by effectively addressing the cause behind learning and reading struggles. That cause is unseen cognitive skill weaknesses. The essence of LearningRx is best reflected in the real improvements of our students. Here is one mom's story about her 11-year-old daughter:

*"We came to LearningRx because our daughter was having trouble in school. She was scoring at low levels on the national benchmark tests and her teacher had decided she could not do the work. We could tell that as time went by she was beginning to believe that she was not as smart as others and was not trying anymore.*

*"Looking back at the past few months we can see such a transition. Our daughter can now read out loud with confidence, she is getting A's and B's and her 5th grade teacher says 'You know, I just don't see what the 4th grade teacher saw! She is good at math, confident in school, and a leader in her class!'"*

[Read other success stories about students and adults here](#)

We are a family of caring professionals armed with the right training and tools to make a difference for parents and students. LearningRx is the answer to the heart-cry of thousands of parents of struggling students—parents who fear that their children are on the verge of being defined by discouragement, failure, and a lifetime of lost opportunity. No other solution—no matter the cost—has the power to so dramatically change all the ways a student lives and learns. The reason? We address the cause of the problem and not just the symptoms.

### About LearningRx – We Help Parents

Parents who are looking for help for their child find a friend in LearningRx. Our unique focus on identifying and training individual cognitive skills weaknesses sets us apart from tutoring and other remedial education programs. We provide affordable testing that is available at a fraction of the cost of what other professionals charge.

Only at LearningRx do we focus on changing a student's underlying ability to learn and read. We train and strengthen cognitive skills with scientifically based and clinically proven one-on-one personalized training. You and your child are no longer limited to treating symptoms. With LearningRx training you can literally change how he or she learns and, in doing so, change the future.

LearningRx brain training centers serve a wide variety of adult needs as well. Brain training provides proven tools to help those looking for all types of skills enhancement. Career adults can gain a significant competitive edge. College students can leverage both class and study time. Senior adults can forestall or even reverse age-related mental and memory decline. Those facing the need for recovery of mental skills lost due to a traumatic brain injury see dramatic progress in a short amount of time.

### Take the first step now.

If it seems like LearningRx might be the answer you have been looking for, you can [learn more](#) about who we are, review [our history](#), meet [Ken Gibson](#), our founder, and [contact](#)

FRANCHISE OPPORTUNITY

### FIND A CENTER

### Got 3 minutes?

Take a FREE online brain skills test



GO

### Join our online community



### LEARN MORE

- ▶ Autism & Other Syndromes
- ▶ Tutoring vs. Brain Training
- ▶ Brain Training 101
- ▶ Here are questions frequently asked by parents
- ▶ Our History
- ▶ Our Training
- ▶ Results you can measure.
- ▶ Our Programs
- ▶ Preschool Through First Grade Students

us today to get the help you need to transform learning and reading struggles into success.

Share Us: 

2

0

[XML](#)

[FAQ](#) | [FAQ 2](#) | [FAQ 3](#) | [FAQ 4](#) | [FAQ 5](#) | [FAQ 6](#) | [FAQ 7](#) | [Contact Us](#) | [Franchise Opportunity](#) | [LearningRx Blog](#) | [Home](#)



© 2003 - 2014 LearningRx Franchise Corp. All Rights Reserved.  
Use of this site is subject to our [privacy policy](#) | [Disclaimers](#)

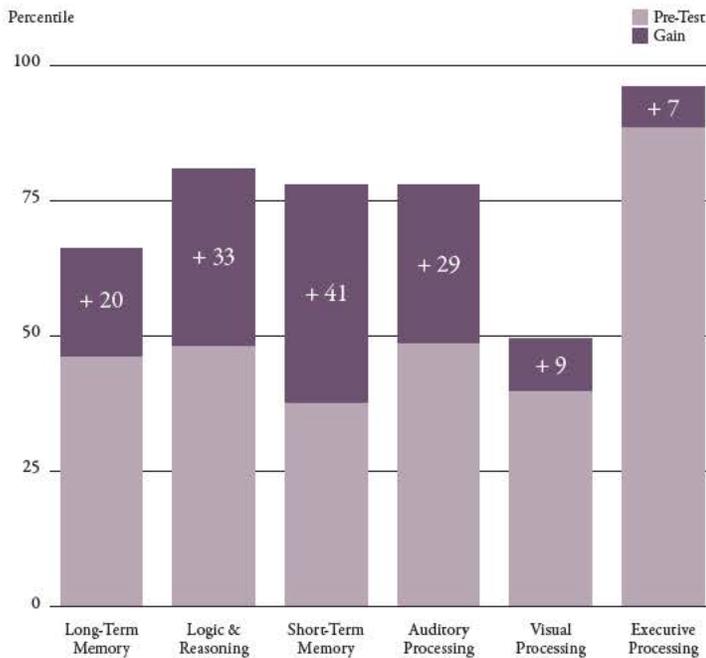
# Seniors

*Lifelong mental fitness*

- » Postpone memory decline
- » Improve problem solving abilities
- » Strengthen concentration

## SENIOR PROFILE: AGE 68

*Percentile Gains in Key Cognitive Skills\**



\*Test results from the Woodcock-Johnson III Tests of Cognitive Abilities



**LearningRx**

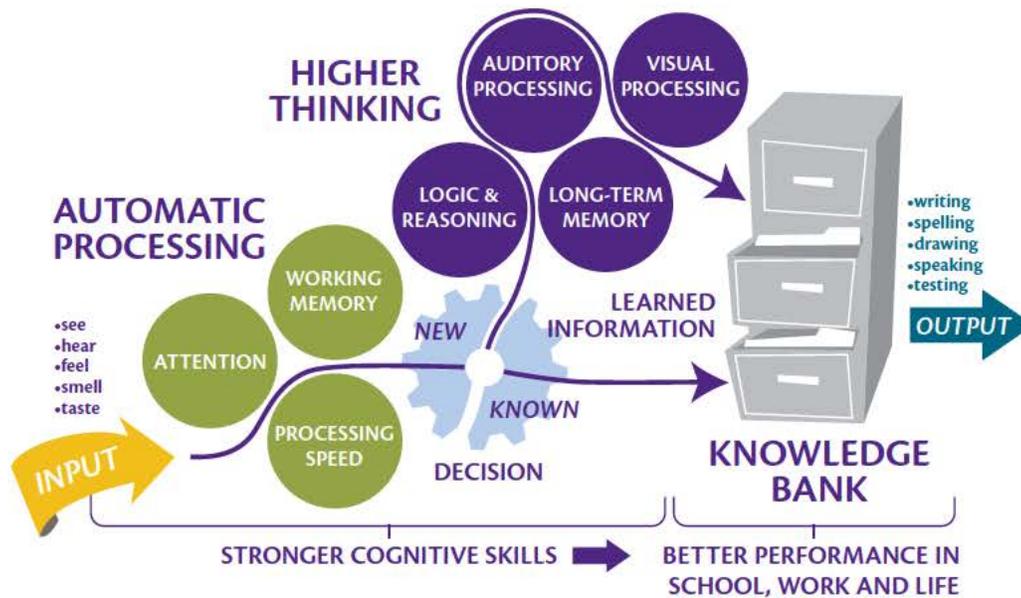
*Train the brain. Get smarter. Guaranteed.*  
For more results, visit: [www.learningrx.com/results](http://www.learningrx.com/results)

# The Learning Model

In order to grasp, process and apply **incoming information**, the brain relies on two types of underlying cognitive skills (**active processing skills** and **higher thinking skills**). Like cogwheels in a machine, these skills work together to move information securely into the knowledge banks we use to perform in **school, sports, work, even behind the wheel of a car**.

Unfortunately, if even one of these underlying cognitive skills is weak, it can keep the brain from fully grasping, processing or hanging on to incoming information, regardless of how many times that information is explained by teachers, tutors, employers or family.

Cognitive skills, however, are not set in stone. The brain can be stimulated at any age to strengthen existing neural pathways and even create new ones, strengthening cognitive skills and improving how well we think, learn, remember, solve problems and even pay attention.



## ACTIVE PROCESSING

- » Is always active and running
- » Automatically handles most incoming information
- » Should be fast and efficient

## HIGHER THINKING

- » Processes new information
- » Solves problem when tasks aren't automatically processed
- » Determines general thinking ability
- » Determines how well information is stored and retained

## KNOWLEDGE BANK

- » Consists of information collected, processed and retrieved entirely by the brain's cognitive skills
- » Functions poorly/well based on weakness/strength of cognitive skills
- » Provides information necessary for success in school, work and life

One-on-one brain training is clinically proven to strengthen weak cognitive skills.

- Works for children and adults of all ages
- Treats the cause of attention, learning, processing and memory problems
- Seven times more effective than tutoring for a fourth of the cost, in less than half the time



[www.learningrx.com](http://www.learningrx.com)

TAKING PERFORMANCE TO THE NEXT LEVEL

# LearningRx Brain Training for Athletes

“What can one-on-one brain training do for me?”

The best athletes handle incoming information at lightning speed, reacting quickly, assessing quickly, and making split-second decisions.

Whether you are a recreational athlete, play on a school or community team, are competing for college scholarships, or compete professionally, it takes sharp mental skills to do the things you want and need to do. In fact, faster mental skills can give you a competitive edge in virtually any sport.

LearningRx sharpens mental skills by creating dramatic, permanent changes in how the brain performs. Our programs increase the overall processing speed of the brain, and strengthen other skills including visual processing, memory, and logic & reasoning.

You already know the importance of physical speed and agility. Mental speed and agility is just as important.

LearningRx brain training can take fast skills and make them even faster. In fact, take a look at the chart to see improvements experienced by clients who came to us with above-average cognitive skills. In other words, even sharp thinkers experience faster mental performance after brain training. (And the gains for clients who come to us with moderate cognitive weaknesses are even greater!)

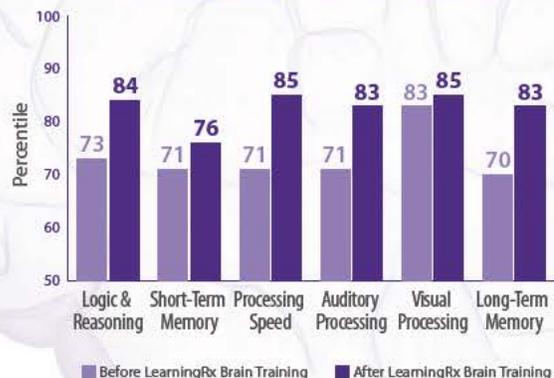
“Before, I would *become confused* with my assignments in football plays.

After I took the program, I knew not only *my responsibilities in the plays*, but those of my teammates as well.”

“I am Jordan's lacrosse coach as well as his dad. There is a *real difference* in his ability to *focus* on the field and in the classroom.

Thanks for making *a real difference* in Jordan's life!”

Percentile Improvements Among Students with Above-Average Cognitive Skills



Which cognitive skills are key to your sport?

*The answer is on the back.*

**LearningRx**  
train the brain. get smarter.

CONFIDENTIAL

LEARN 001724

Exhibit Q, p.1

## If you are an athlete, LearningRx brain training can help you ...

STRENGTHEN THIS...	TO DO THIS...
 <p><b>Basketball</b></p> <p>Processing speed</p> <p>Visual processing</p> <p>Logic &amp; reasoning</p>	<p>Make better, faster decisions</p> <p>Judge movement and speed to determine future location of other players; judge distance to basket</p> <p>Recognize defenses</p>
 <p><b>Baseball</b></p> <p>Visual processing &amp; processing speed</p> <p>Attention</p> <p>Long-term memory</p>	<p>Quickly evaluate the speed and trajectory of a ball in order to hit or intercept</p> <p>Shut out visual and auditory distractions to improve hitting accuracy</p> <p>Remember opposing team members' throwing, hitting, and running tendencies</p>
 <p><b>Football</b></p> <p>Attention</p> <p>Visual processing</p> <p>Processing speed</p> <p>Long-term memory</p>	<p>Maintain focus at the line of scrimmage despite distractions and movement</p> <p>See defensive movements and potential openings if you're a runner, and open receivers and defensive coverage if you're a quarterback</p> <p>Quickly read and respond to blocking or coverage clues/movements</p> <p>Remember plays and responsibilities</p>
 <p><b>Golf</b></p> <p>Attention</p> <p>Visual processing</p> <p>Long-term memory</p> <p>Logic &amp; reasoning</p>	<p>Block distractions and negative self-talk</p> <p>Accurately evaluate direction and distance of your target landing spot, as well as contours of the greens</p> <p>Remember the fairway layout (traps, water, hills, out-of-bounds) and green characteristics</p> <p>Determine proper club and type of shot, and also assess risks and success probability for each shot</p>
 <p><b>Tennis</b></p> <p>Attention</p> <p>Visual processing</p> <p>Processing speed</p>	<p>Sustain attention throughout the volley</p> <p>Perceive the speed and trajectory of the ball</p> <p>React quickly to the speed and flight angle of the opponent's shot</p>

“Drew got *better at remembering* to bring home books and assignments.

He learned to get his *homework done* in less time, and there weren't as many arguments in regards to starting homework.

His tennis coach even commented that he had *more focus* on the courts.”

How well your brain performs can make the difference between frustration, success, or excellence in every aspect of life. Don't wait. Take your brain from good to great.

...

To get started, call the LearningRx Brain Training Center near you and schedule a Cognitive Skills Assessment.



- Better grades are just the beginning.

LearningRx

CONFIDENTIAL

LEARN 001550

## What would life be like if your child could suddenly experience...

- More success in school
- Less time spent doing homework
- Better memory at school and home
- An improved attitude about school, homework—maybe even life
- Faster mental performance on the athletic field
- Greater confidence in every area of life
- Improved ability to focus
- More options for the future
- Improved relationships at home

Our programs don't just change brains, they transform lives. Call us today and find out how brain training can change life for someone you love.



Ask us how to get a **FREE** brain training demonstration  
*for yourself or someone you care about*

Mention this card and get  
**\$50.00 OFF**  
 the price of a Cognitive Skills Assessment

**(719) 555-1212**

Colorado Springs North Brain Training Center  
[www.learningrx.com/colorado-springs-north](http://www.learningrx.com/colorado-springs-north)

**CONFIDENTIAL**

**LEARN 001551**

2014 REPORT OF

# LearningRx Training Results

EXPANDED EDITION



based on 2011 and 2012 data

Exhibit S, p.1



# Table of Contents

2	Introduction from Dr. Ken Gibson
3	About the Statistics in This Report
4	Who Benefited from LearningRx in 2011–2012
6	STEP ONE: Finding the Cause
7	STEP TWO: Addressing the Problem
8	STEP THREE: Measuring the Results of LearningRx Brain Training
8	Measuring Results by Cognitive Skills Percentile Gains
9	Measuring Results by Elimination of Performance Gap
10	Measuring Results by Gains in IQ
11	The Difference Between Percentiles and Percentages
12	How Brain Training Helps Those with Specific Diagnoses:
12	Attention Deficit Hyperactivity Disorder (ADHD)
12	Reading Problems and Dyslexia
14	Learning Disabilities
14	Speech and Language Disorders
14	Autism Spectrum Disorders
15	Traumatic Brain Injury (TBI)
16	STEP FOUR: Measuring the Value of LearningRx Brain Training
16	Measuring Value Based on Satisfaction
16	Measuring Value by Retention of Gains
18	Measuring Value Based on Cost
19	Measuring Value Based on Return on Investment
20	Conclusion
22	Statistical Analysis

*Whereas other programs will not guarantee gains for individuals participating in their programs, LearningRx will. Individual results, however, can vary from the averages presented in this report and from student to student.*

## Introduction from Dr. Ken Gibson



Dr. Ken Gibson is the founder and CEO of LearningRx, a company with over 85 centers across the country specializing in making kids and adults of all ages measurably smarter through research-based programs that train the brain.

Over 6,000 children and adults received training in 2011 and 2012 at 80 LearningRx Brain Training Centers throughout the United States. Some were college students seeking greater academic success. Others were career or senior adults wanting to stay mentally sharp, or accident victims wanting to regain skills they had lost due to an injury.

The majority, however, were students struggling to do better in school.

Why did their families choose one-on-one brain training over tutoring? Perhaps it's because, dollar for dollar, one-on-one brain training is more than 10 times more effective than tutoring. (Want dollar figures? *See page 19.*)

Here's why personalized, one-on-one brain training is so effective:

Tutoring reteaches information that wasn't grasped the first time around. LearningRx takes a different approach, strengthening the underlying brain skills that improve how students grasp and learn information the first time it is presented! And since studies show that about 80% of all learning struggles<sup>1</sup> are the result of weak cognitive skills, by strengthening those skills, LearningRx brain training gets to the root of most learning struggles. For a student who has struggled for years, you can't imagine how life changing this can be!

Furthermore, LearningRx brain training is research-based. We are constantly evaluating our results, and applying the latest research to modify and improve our programs.

Not only that, but at LearningRx we measure the gains of every student using the gold standard of cognitive skills testing. This means

that LearningRx not only gets unmatched results, we can measure those results scientifically.

In the following report, you'll see some of the impressive results of our personalized, one-on-one brain training programs. (Like 3.1 years of reading gains in as little as six months. *See page 12.*)

What you can't see in these pages are the lifelong benefits our students and clients of all ages enjoy as a result of brain training. LearningRx clients don't just get better grades and greater IQ; they get faster, sharper brains that help them succeed in every area of life over the course of their entire life. (Did you know that LearningRx brain training raises IQ by an average of 15 points,<sup>2</sup> which statistics link to higher salaries? In fact, statistics prove that even a 10-point increase in IQ can result in as much as \$20,000 more in earnings per year! *See page 19.*)

By the way, I'm pleased to tell you that our data has undergone detailed statistical analysis that supports the statistical significance of these results. I would also like to take this opportunity to invite other researchers to evaluate our training with their own independent studies. We are very transparent about our training results and would be happy to work with you.

The results are in. LearningRx brain training changes lives. Will it change yours, or that of someone you love?

A handwritten signature in black ink that reads "Ken". The signature is stylized and appears to be written in a cursive or semi-cursive script.

Dr. Ken Gibson  
Founder & CEO, LearningRx

<sup>1</sup> To learn more about the 80% figure, see page 21.

<sup>2</sup> LearningRx brain training raises IQ by an average of 15 points among students who do all of their training in one of our centers, and by an average of 14 points across the board, including clients who did some of their training at home.

## About the Statistics in This Report



Dr. Kirk Cameron



Amy L. Moore, M.A.

### What does it mean for a result to be “statistically significant”?

Sometimes things happen by chance. Sometimes the relationship between two events is such that it’s hard to say what really caused the change in question. Did one thing cause the other, or is coincidence at play?

Measuring the likelihood that an event occurred by chance is the idea behind “statistical significance.” If you are a professional (or parent) interested in the statistical significance of the results represented in these pages, you’ll want to check out the statistical analysis conducted on our data by Dr. Kirk Cameron, and summarized by Amy Moore, M.A.

Dr. Cameron is the founder and president of MacStat Consulting, Ltd., a statistical consulting firm in Colorado Springs, Colorado. He has more than 20 years’ experience teaching and consulting to private firms and government entities including the USEPA, and the US Air Force.

Ms. Moore has a Masters in Education, and is a college instructor and doctoral candidate in educational psychology with an emphasis on quantitative research.

You can find Ms. Moore’s summary in the section on statistical analysis beginning on page 22 of this report. To review Dr. Cameron’s complete analysis, visit the website: [www.learningrx.com/results](http://www.learningrx.com/results)

## Who Benefited from LearningRx in 2011–2012?

In 2011 and 2012, over 6,000 children, teens, and adults received training at more than 80 LearningRx Brain Training Centers across the country. They came to LearningRx from every age and stage of life, all of them seeking the life changing benefits of a faster, smarter brain.

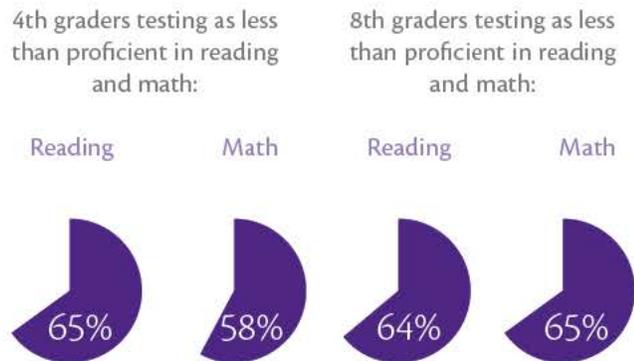
The majority of our clients were school-aged children and teens struggling to succeed in school—particularly students with reading and attention difficulties. According to the National Report Card, only 37% of fourth and eighth graders in the United States are proficient in reading and math. (That's fewer than four out of ten students!) LearningRx brain training helps these students because our programs strengthen the weak cognitive skills that studies say are at the root of 80% of all learning struggles.

In addition, clients of all ages came to us reporting various issues or diagnoses as reported below.

### Percentage of Clients Who Came to LearningRx Reporting the Following Symptoms:

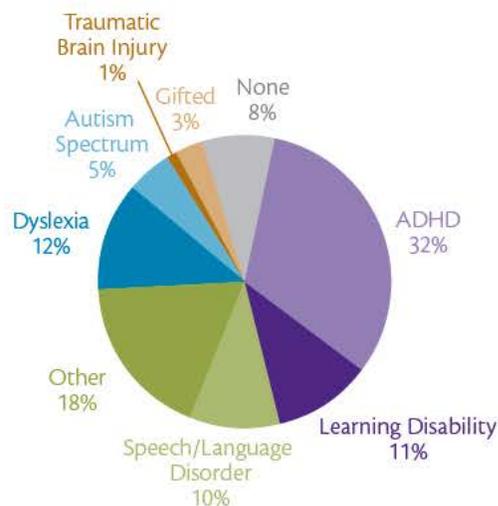
Attention issues	65%
Reading struggles	52%
Poor comprehension	47%
Working slowly	46%
Low math skills	45%
Writing struggles	44%
Poor spelling	38%
Avoiding schoolwork	37%
Poor memory	36%
Motivation/behavior issues	35%
Low self-esteem	31%
Loses place/skips words	22%
Reverses letters	22%
Other	17%
Overly active	11%
Works too hard	11%

### The Nation's Report Card US Scores for Reading and Math in 2013



To learn more about the Nation's Report Card, visit:  
<http://www.nationsreportcard.gov>

### Percentage of Clients Who Came to LearningRx Having Been Previously Diagnosed Within One of the Following Categories:



NOTE: LearningRx does not diagnose clients or remove diagnoses. The diagnoses listed in this report are reported by clients, and we are only designating this information based on what clients have told us. All individuals should consult with a medical professional for all matters related to a specific diagnosis.



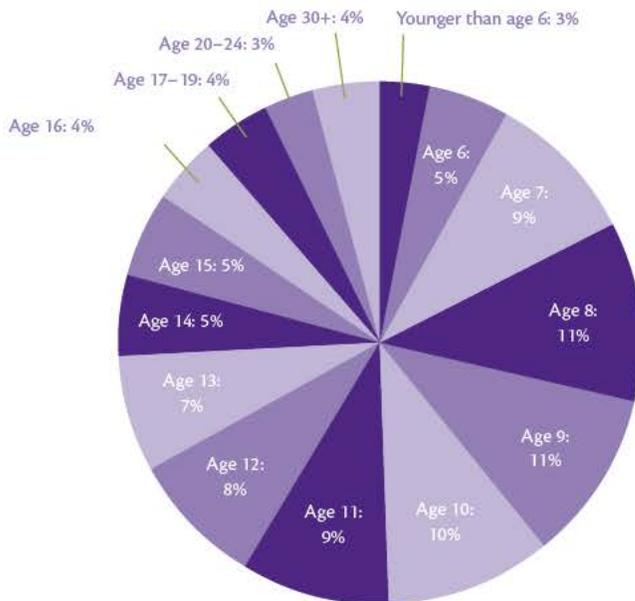
**“I am able to pay attention and stay focused... Thank you!”**

“Before coming to LearningRx, I was having a difficult time concentrating and staying focused on tasks. Just a couple weeks after starting my training, I saw improvements in my daily activities. I am able now to remember things I need to do or grocery lists. The most significant improvement is in my attention. Before brain training, I had a hard time paying attention in class and reading required materials. Now I am able to read and actually comprehend what I read the first time. I am also able to sit through a three-hour class and pay attention and stay focused the entire time. Thank you so much!”

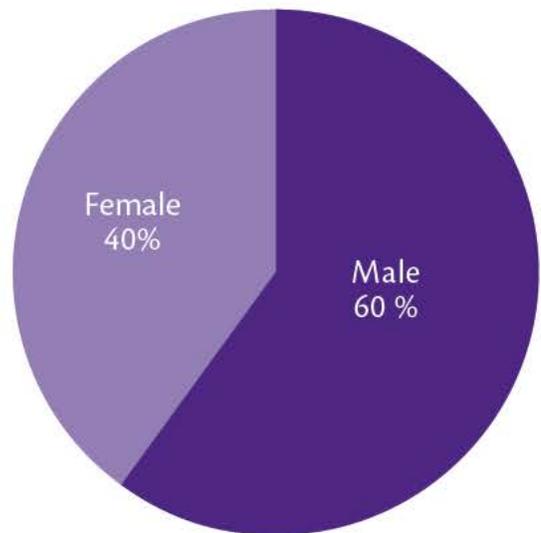
**— Amanda in Los Angeles**

Finally, the following charts show the distribution of clients who received training at our centers in 2011 and 2012 according to age and gender:

**Ages of LearningRx Clients in 2011 and 2012**  
Average age: 12.3 years



**Gender of LearningRx Clients in 2011 and 2012**



In summary, the average age of our clients was 12.3 years, with the majority of our clients between the ages of eight and thirteen. Male students outnumbered female clients 60 to 40 percent.

# Step One: Finding the Cause

People come to us for help because they want to read better, learn faster, increase attention skills, develop a sharper memory, or simply process information more quickly. But before we can address any of these issues, we need to know which underlying cognitive skills are weak and causing the problem.

## TESTS WE USE:

LearningRx uses the gold standard of assessment tools, including the Woodcock-Johnson Tests of Cognitive Abilities and the Woodcock-Johnson Tests of Achievement. These nationally standardized tests are used across the country by educators and psychologists to measure cognitive skills and academic abilities.

The Woodcock-Johnson tests also generate a General Intellectual Ability (GIA) score, which represents the g factor (often referred to as general intelligence or IQ). We will commonly refer to the GIA score as IQ throughout this report.

These tests, along with learning skills rating scales, allow us to identify any weak skills that are making life harder than it needs to be.

## SKILLS WE STRENGTHEN:

There are eight categories of cognitive skills that, when weak, contribute to struggles with thinking, reading, learning, memory, and attention. Our programs target and strengthen these skills. The cognitive skills that our programs improve include the following:

**Long-Term Memory:** The ability to recall information that was stored in the past.

**Processing Speed:** The ability to perform simple or complex cognitive tasks.

**Logic & Reasoning:** The ability to reason, form concepts, and solve problems using unfamiliar information or new procedures.

**Short-Term Memory:** The ability to apprehend and hold information in immediate awareness while simultaneously performing a mental operation.

**Visual Processing:** The ability to perceive, analyze, and think in visual images.

**Auditory Processing** (phonemic awareness): The ability to analyze, blend, and segment sounds.

**Attention (three types):** Sustained attention is the ability to stay on task for an extended period of time; selective attention is the ability to stay focused and not get distracted; divided attention is the ability to handle more than one task at a time.

**Word Attack:** The ability to apply phonic and structural analysis skills to pronounce unfamiliar printed words.

## ABOUT OUR SCORES:

As you look at the information in this report, you'll see that test scores are commonly presented in three forms:

**Age Equivalent Scores** may be applicable up to the age of 16 and indicate how one student's scores compare with the average scores of other age groups.

**Percentile Scores** indicate where a student would rank in a hypothetical group of 100 students. (For example: If a student ranked in the 25th percentile, it would mean that he scored as well or better than 25% of students in the group. If a student ranked in the 87th percentile, it would mean that he scored as well as or better than 87% of students in the group.) Why do we report our gains in percentiles rather than percentages? Percentages don't tell the whole story. A student who starts out performing in the 5th percentile and jumps to the 15th has experienced a 200% gain. That sounds really impressive, but that student is still performing behind 85% of his or her peers. When gains are measured in percentiles, however, you can see what has been accomplished, get a clear picture of how that student is performing in relationship to his peers, and make informed decisions about what interventions may still be needed. (To learn more about the difference between percentiles and percentages, see page 11.)

**Standard Scores** indicate how far above or below average an individual score falls, using a common scale (ex: "average" of 100). IQ is normally presented as a standard score with "100" being average.

## Step Two: Addressing the Problem

Once we identify which cognitive skills are weak, our trainers provide intense one-on-one training designed to target and strengthen those skills. Here are our six core programs:

**ThinkRx** is a fully integrated system of cognitive training exercises delivered in an intense, one-on-one environment. ThinkRx quickly identifies and corrects weak skills including: attention, short-term and long-term memory, processing speed, logic & reasoning, and visual and auditory processing.

**ReadRx** is a revolutionary ‘sound-to-code’ accelerated reading program modeled after the process by which spoken language is first learned. ReadRx includes the ThinkRx program.

**ComprehendRx** targets the brain skills critical for reading comprehension. Going far beyond decoding written words, this program strengthens the skills necessary for dramatically improved understanding, retention, and application. ComprehendRx includes ThinkRx and ReadRx.

**MathRx** is a unique program that tests, trains, and strengthens the core mental skills necessary for overall math success, critical thinking, and problem solving. MathRx includes ThinkRx.

**Einstein** combines our ThinkRx, ReadRx, and MathRx training programs, and can include ComprehendRx as well.

**LiftOff** is a school-readiness program designed for preschool, kindergarten, and first grade students. Brain training builds a strong foundation of brain skills for long-term academic success.

In 2011–2012, more than 77% of our clients participated in either ThinkRx or ReadRx programs, with the average length of training running about 18 weeks.

Parents of school-aged children can choose how involved they want to be in their child's training. Parental involvement can range from very little to providing about 80% of the training.

Almost half of parents (48%) selected our “Pro Program,” where the full five to six hours of weekly training is done by the center staff. Forty-eight percent opted for our “Partner Program” which allows parents to provide about half the training at home. Four percent of parents went with the “Directed Program,” in which they provided the majority of training at home, with one hour provided weekly by the center staff.

### Percentage of Students by Program

Program	Percentage	Program Length
ThinkRx	42%	12 weeks
ReadRx <sup>1</sup>	35%	24 weeks
ComprehendRx <sup>2</sup>	n/a	n/a
MathRx <sup>1</sup>	8%	20–24 weeks
Einstein <sup>3</sup>	8%	32 weeks
LiftOff	7%	12 weeks

<sup>1</sup> Includes ThinkRx

<sup>2</sup> This data is not yet available for ComprehendRx, which was launched in 2014

<sup>3</sup> Includes ThinkRx, ReadRx, and MathRx



“Erica’s concentration has improved as well as her confidence in everything she does. She has been

more willing to try new activities since going through the LearningRx program. Her overall improvement in all of her classes was very exciting to see. The improvement was reflected in her higher grades and not having to struggle with homework.”

— **Lorraine from Nebraska**

### Percentage of Parental Participation

Parent Participation Per Week	Percentage
5 hours (via the Directed Program)	4%
3 hours (via the Partner Program)	48%
0 hours (via the Pro Program)	48%

# Step Three: Measuring the Results of LearningRx Brain Training

## RESULT: STRONGER COGNITIVE SKILLS

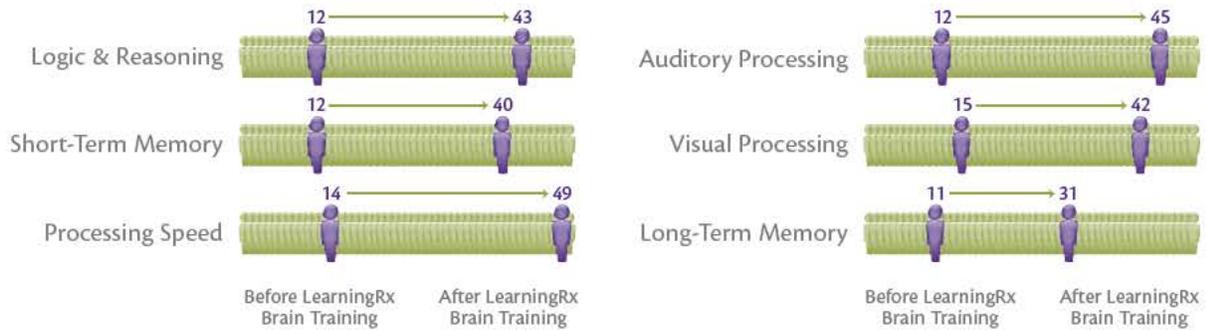
The following graphs show before- and after-training results for more than 6,000 clients who underwent an average of 18 weeks (90 hours) of training. For simplification purposes, all the scores you'll see in this report have been rounded up or down to the nearest whole number.

The graphs show changes in percentile rank. As mentioned, percentile rank indicates where someone would rank in a group of 100 of their peers, with 50 being average. In other words, if 100 students lined up according to how well they performed on a test, a student in the 25th percentile, for example, would be number 25 from the bottom end of the line, having scored equal to or better than 25% (and not as well as 75%) of the other students.

The following chart shows improvements in clients with severe cognitive weaknesses who initially tested in the lowest percentile (25th percentile or lower). After brain training, these clients "moved up in line" an average of 29 percentile points:

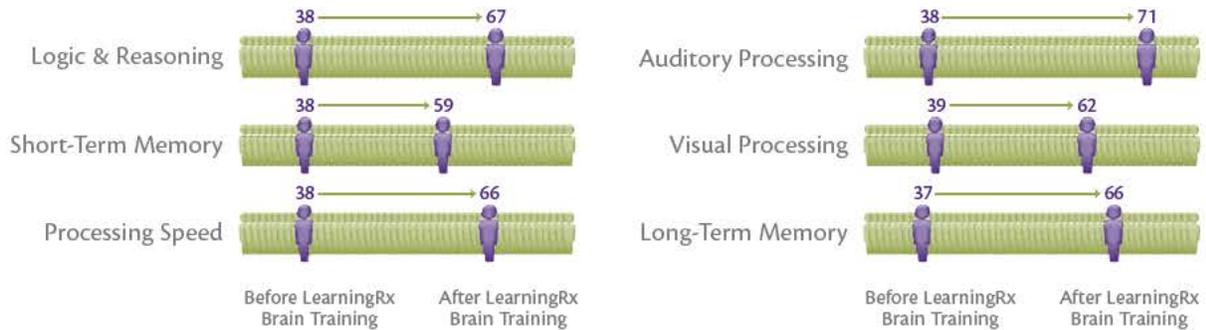
To learn more about the statistical significance of these results, see the section on statistical analysis on page 22.

**Percentile Improvements Among LearningRx Clients with Severe Cognitive Weakness**

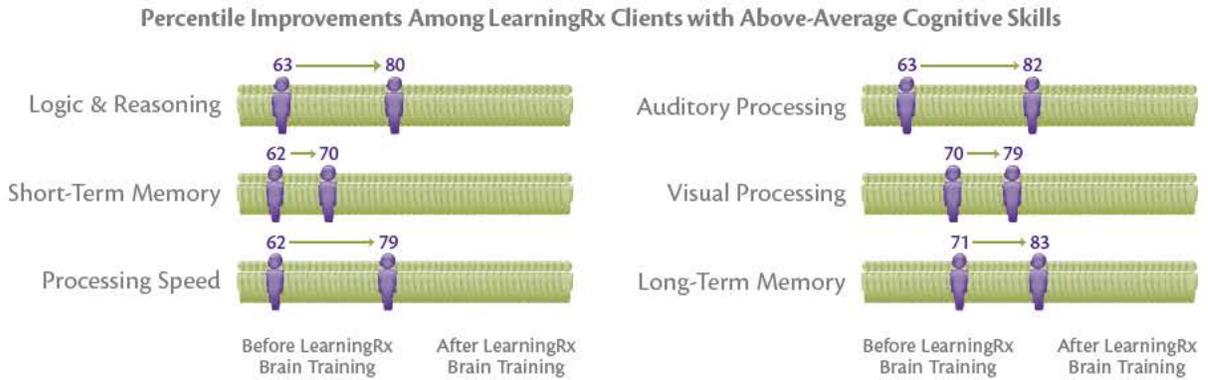


This chart shows improvements in clients with moderate cognitive weakness who initially tested between the 26th and 50th percentile. After brain training, these clients "moved up in line" an average of 27 percentile points:

**Percentile Improvements Among LearningRx Clients with Moderate Cognitive Weakness**



Finally, this chart shows improvements in clients with above-average cognitive skills who initially tested in the 51st to 75th percentile. These clients “moved up in line” an average of about 14 percentile points:

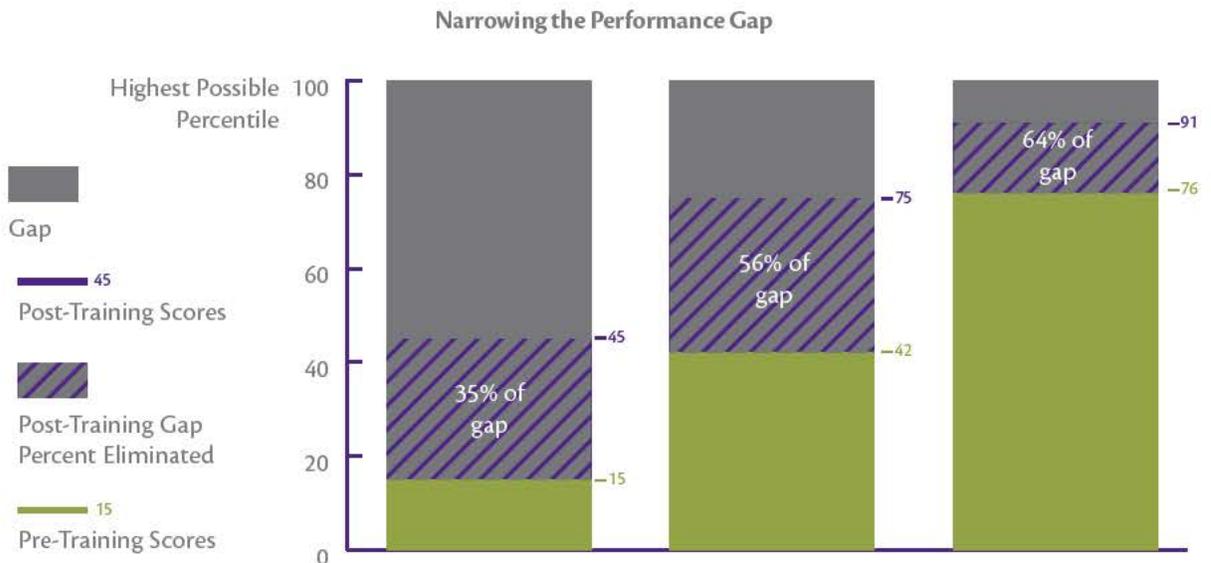


#### RESULT: NARROWING THE PERFORMANCE GAP

Another way to measure the overall results of LearningRx brain training is to consider the gap between how well someone performed in cognitive function prior to brain training, and the highest possible performance.

Our goal is to eliminate 35% or more of that gap by the time each client completes the recommended LearningRx training program (an average of 18 weeks of training). And if the same client participates in follow-up training a year later, our goal would be to eliminate 35% or more of the remaining gap, and so on.

The following chart shows, on average, how much of the gap was eliminated in 2011 and 2012 based on how big the gap was to begin with:



## RESULT: HIGHER IQ

Yet another way to measure the improvements made by LearningRx clients is by tracking gains in overall IQ (referred to as General Intellectual Ability [GIA] in the Woodcock-Johnson assessment results).

After LearningRx brain training, clients experience an average increase in IQ of 15 points.<sup>1</sup> This is based on the experiences of 3,230 LearningRx clients (all the clients for whom we have GIA scores).

In addition, gains in IQ are achieved across all age groups. As seen in the chart below, LearningRx clients from four years old to 80 experienced significant gains in IQ:



Average Gain in IQ Points Among Clients With All Levels of Cognitive Weaknesses<sup>1</sup>

Average Gain in IQ Based on Age of Client

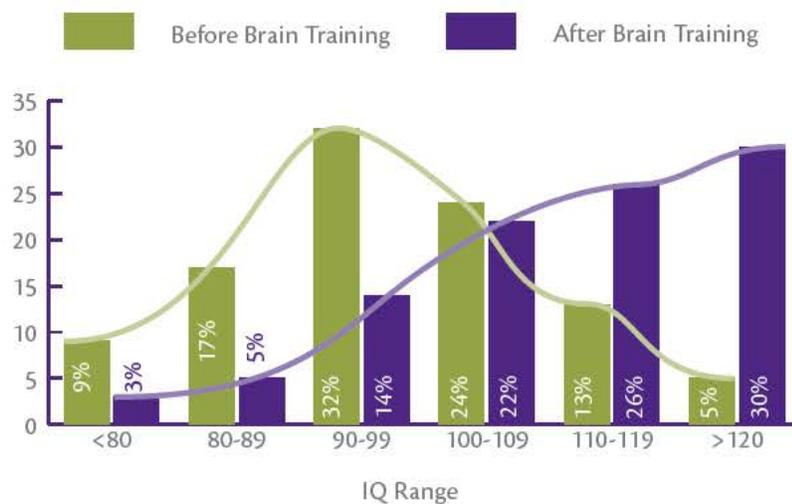


The bell curve provides another way to look at the gains that LearningRx clients make in IQ.

In the chart to the right, the green bars show the distribution of IQ scores of incoming LearningRx clients (before brain training). As you can see, 32% of our clients come to us with IQ scores in the 90-99 range, with just 18% scoring 110 or more in IQ.

The purple bars show how these same clients tested in IQ after one-on-one brain training. You can see that more clients score in the higher IQ ranges after brain training, with 56% scoring 110 or more in IQ.

Percentages of LearningRx Clients Arranged by IQ Scores Before and After One-on-One Brain Training

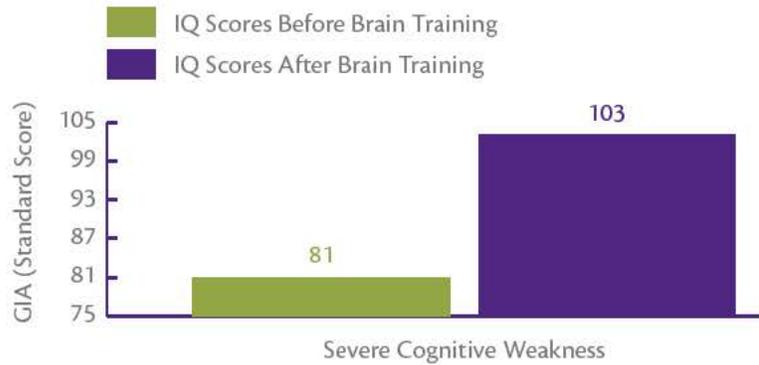


<sup>1</sup> LearningRx brain training raises IQ by an average of 15 points among students who do all of their training in one of our centers, and by an average of 14 points across the board, including clients who did some of their training at home.

Finally, based on average IQ scores, this chart shows the gains our students experienced in terms of IQ. For example, before brain training, students who had severe cognitive weaknesses had IQ scores, on average, of 81. After brain training, these same students had IQ scores, on average, of 103. That's a gain of 22 IQ points!

**+22**  
Average Gain in IQ Points Among Clients With Severe Cognitive Weaknesses

**IQ Scores of LearningRx Clients with Severe Cognitive Weakness Before and After Brain Training**



**What Is the Difference Between Percentile Points and Percentages?**

What would a percentile point increase look like if it were described in terms of percentages? You might be surprised. A large jump in percentile ranking converts to an even larger percentage of improvements in skills. See these examples below:

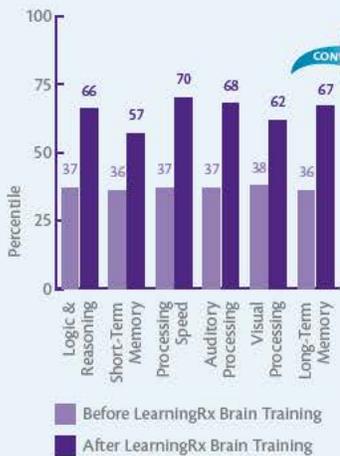
**Converting Percentiles Into Percentages:**

- Moving from the 5<sup>th</sup> to the 15<sup>th</sup> percentile represents a skills gain of 200%
- Moving from the 10<sup>th</sup> to the 20<sup>th</sup> percentile represents a skills gain of 100%
- Moving from the 50<sup>th</sup> to the 60<sup>th</sup> percentile represents a skills gain of 20%

Here's another way of seeing the difference.

**LearningRx Improvements Shown in Percentile Points**

Improvements after brain training among students with moderate cognitive weakness



In the chart above, you can see the average gains experienced by our students with moderate cognitive weaknesses, as represented in percentile points.

**LearningRx Improvements Shown in Percentages**

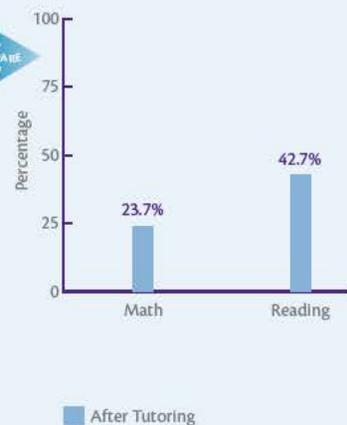
Improvements after brain training among students with moderate cognitive weakness



This chart shows what those exact same gains look like in terms of percentage of skills gained.

**Another Company's Improvements Shown in Percentages**

As reported by a national company among students who completed their tutoring program



By the way, when we say LearningRx brain training is more effective than tutoring, we mean it! This chart shows the percentage of skills gained as reported by a nationwide tutoring company! Compare their percentages to ours!

## HOW BRAIN TRAINING HELPS SPECIFIC DIAGNOSES

LearningRx does not assign diagnostic labels. Our clients, however, often report having received a diagnosis prior to coming to LearningRx. In the following pages, you will find statistics as they relate to specific diagnoses.

### How Brain Training Helps Clients with ADHD

The most common diagnosis with which clients come to LearningRx is Attention Deficit Hyperactivity Disorder (referred to here as ADHD).

ADHD begins in childhood, with many children with ADHD continuing to struggle into adolescence and adulthood.

LearningRx offers hope and help to children and adults with ADHD. That's because the exercises in our program target the underlying cognitive skills—including sustained attention, divided attention, selective attention, and processing speed—that strengthen attention skills.

To learn more about the statistical significance of these results, see the section on statistical analysis on page 22.

The following chart shows overall post-training gains made by clients who came to us with a prior diagnosis of ADHD and who tested at or below the 50th

percentile. On average, these clients moved up between 25 and 33 percentile points, which represents a 3.1 to 5.7 year gain.

Skill Tested	Percentile Gain
General Intellectual Ability (GIA)	31
Logic & Reasoning	30
Processing Speed	31
Auditory Processing	33
Long-Term Memory	32
Short-Term Memory	26
Visual Processing	25

### How Brain Training Helps Clients with Reading Problems and Dyslexia

Reading, perhaps more than any other academic challenge, depends on strong cognitive skills for consistent success. Efficient auditory processing is at the core of all reading success. Studies by the Department of Education have suggested that poor auditory processing skills contribute to over 88% of the nation's reading problems!

LearningRx testing quickly identifies specific auditory processing deficits. Of all the improvements that LearningRx brain training consistently produces, the improvements in reading skills are among the most dramatic and life changing.

Dyslexia is a learning disability that hinders a person's ability to read, write, spell, and sometimes speak. The most common learning disability in children, dyslexia can persist into adulthood, although the sooner dyslexia is addressed, the more favorable the outcome.

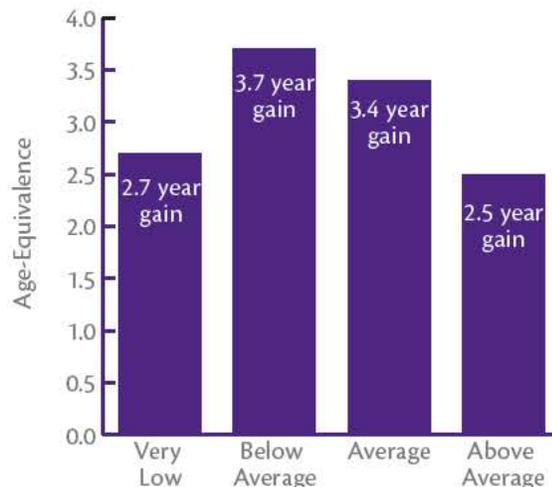
During 2011 and 2012, 2,604 clients were enrolled in the ReadRx training program. After less than six months in the program, these clients gained between 2.7 to 3.7 years in age-equivalent reading skills. The average reading improvement was 3.1 years in less than six months. Reading improvement is measured with the word attack test. Word attack is the ability to apply phonic and structural analysis skills to pronounce unfamiliar printed words.

### Average Gain in Reading After Six Months for All ReadRx Students

+3.1 years

What's significant is that these gains were consistent regardless of where a student initially ranked in reading. Students who tested significantly behind their peers—and students who tested at average or even above average—still experienced gains in reading skills.

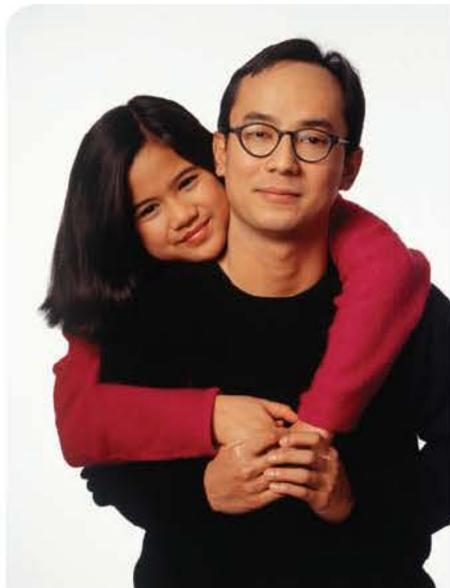
### Average Age-Equivalent Gains in Reading After Brain Training by Severity of Reading Problem



Another interesting trend we see is that the older students are at the point when they come to us for help, the farther behind their peers they tend to have fallen. In 2011 and 2012, for example, our average 10-year-old student initially tested at 12 months behind in age-equivalent scores, our

average 13-year-old student initially tested 2.3 years behind, and our average 16-year-old student initially tested 3.5 years behind. The good news is that these students typically see a larger improvement in reading skills than younger students who have less catching up to do.

Average Age-Equivalent Gains in Reading Before and After ReadRx (by Age)



**“We couldn’t picture a life for our daughter in which she couldn’t read. Now, we don’t have to.”**

“Our daughter’s struggles began in kindergarten. By third grade, testing revealed that she suffered from dyslexia. Simply having a diagnosis, however, didn’t help. In spite of tutoring, her frustration with reading increasingly eroded her self-esteem and kept her from participating in class.

“This is where LearningRx entered our lives. The director told us we could expect reading gains ranging from three to five years. Both my wife and I are in education, and we know things like this just don’t happen. We were wrong! Our daughter’s reading confidence increased. Choppiness smoothed out. For the first time she began to sound like a natural reader.

“Now, after three quarters in middle school, our daughter has gotten all A’s with only two B’s. We are absolutely thrilled and amazed. LearningRx results are undeniable. Would I recommend it to a parent with a struggling reader? Unequivocally yes! We couldn’t picture a life for our daughter in which she couldn’t read. Now we don’t have to. Thank you, LearningRx!”

— Miles from California



**“I’m loving school so much more!”**  
 “School this year seems so much easier. I’m remembering what teachers are saying and paying attention more. I still talk tons but I stop when I know it’s time to learn something. Thanks so much for all the help—I’m loving school so much more and me and my mom don’t fight as much anymore and I’m able to do things on the weekend! Thanks again!”

— Victoria from Wisconsin

### How Brain Training Helps Clients with Learning Disabilities

Anyone who struggles to learn or read—or who wants to read, learn, think, remember, or pay attention better than before—can benefit from LearningRx.

The following chart shows post-training gains made by clients who came to us with a prior diagnosis of a learning disability and who tested at or below the 50th percentile. On average, these clients moved up between 20 and 26 percentile points in IQ, logic & reasoning, processing speed, auditory processing, long-term memory, short-term memory, and visual processing, for an average gain of 23 percentile points:

To learn more about the statistical significance of these results, see the section on statistical analysis on page 22.

Skill Tested	Percentile Gain
General Intellectual Ability (GIA)	24
Logic & Reasoning	23
Processing Speed	24
Auditory Processing	26
Long-Term Memory	24
Short-Term Memory	20
Visual Processing	21

### How Brain Training Helps Clients with Speech and Language Disorders

The following chart shows post-training gains made by children or adults who came to us with a prior diagnosis of a speech or language disorder, and who tested at or below the 50th percentile. On average, these clients moved up between 20 and 28 percentile points in IQ, logic & reasoning, processing speed, auditory processing, long-term memory, short-term memory, and visual processing, for an average percentile gain of 24 points in IQ and cognitive skills. These clients also gained 3 years in age-equivalent scores.

Skill Tested	Percentile Gain
General Intellectual Ability (GIA)	24
Logic & Reasoning	25
Processing Speed	25
Auditory Processing	28
Long-Term Memory	24
Short-Term Memory	23
Visual Processing	20

### How Brain Training Helps Clients with Autism Spectrum Disorders

Children and adults who come to us diagnosed with Autism Spectrum Disorder (ASD) benefit from brain training in two ways. First, one-on-one brain training takes place in the kind of structured, positive environment in which these individuals truly thrive. Second, since many people with ASD (which includes autism, Asperger Syndrome, and Pervasive Developmental Disorder), display weaknesses in the very cognitive skills that LearningRx programs target and strengthen, the impact of brain training on their quality of life can be significant.

The following chart shows post-training gains made by children and adults who came to us with a prior diagnosis of autism, Asperger Syndrome, or PDD who tested at or below the 50th percentile. On average, these clients moved up between 19 to 24 percentile points in IQ and cognitive skills.

**Percentile Point Gains in LearningRx Clients Performing Below Average and Previously Diagnosed with Autism, Asperger Syndrome, or PDD**

Skill Tested	Percentile Gain
General Intellectual Ability (GIA)	19
Logic & Reasoning	19
Processing Speed	24
Auditory Processing	23
Long-Term Memory	24
Short-Term Memory	20
Visual Processing	20

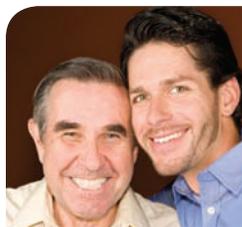
**How Brain Training Helps Clients with Traumatic Brain Injuries (TBI)**

Every year, millions of people in the U.S. sustain head and brain injuries. In addition, large numbers of soldiers returned home from Iraq and Afghanistan having sustained traumatic brain injuries from concussions caused by explosions. According to the Pentagon, an estimated one in five soldiers who regularly work away from base has suffered at least one concussion.

When the brain is injured, connections between cells are damaged and the processing of information is impacted. TBI patients struggle with cognitive functions such as thinking, memory, reasoning, information processing, and communication.

LearningRx brain training strengthens those weak cognitive skills, enabling clients with traumatic brain injuries to experience measurable—often dramatic—improvements in cognitive skills. When cognitive skills are stronger, thinking, remembering, reasoning, learning, reading, and communicating are easier. And that makes life easier.

.....



**“LearningRx turned my son back into a man.”**

“After someone with a TBI comes home, what then? How do you get them back where they

can function, have a job, do their thing? Two years after his motorcycle accident, my 33-year-old son had the brain function of a child.

LearningRx turned him from a child back into a man.”

**— James from Texas**

.....

The following chart shows the percentile gains experienced by adults with TBI after participating in one-on-one brain training with LearningRx:

**Percentile Gains Made by TBI Patients After Brain Training**

Skill Tested	Percentile Gain
Processing Speed	17
Long-Term Memory	27
Auditory Processing	15
Short-Term Memory	19
Visual Processing	19
Logic & Reasoning	15

Here’s another study you might find interesting. In 2009, in one of our centers, we had the privilege of assisting 10 soldiers who had recently returned from the war in Iraq and Afghanistan with traumatic brain injuries. The majority of these injuries were the result of blasts from roadside bombs (also known as “improvised explosive devices” or IEDs).

The results charted below demonstrate the effectiveness of brain training for the soldiers we had the honor of working with in 2009.

**Percentile Gains in IQ and Cognitive Skills Made by 10 Soldiers with TBI**

Skill Tested	Percentile Gain
General Intellectual Ability (GIA)	37
Short-Term Memory	35
Long-Term Memory	34
Auditory Processing	31
Visual Processing	26
Visual Comprehension	24
Logic & Reasoning	23
Executive Processing Speed	21

## Step Four: Measuring the Value of LearningRx Brain Training

### MEASURING VALUE BASED ON SATISFACTION

One of our very intentional goals as a company is to “WOW” our customers.

Every year, we receive hundreds of testimonies from clients who are thrilled with the life changing results they’ve experienced because of brain training at LearningRx (you’ve had a chance to read some of these real-life stories in the pages of this report). The stories shared by our students and their families are a powerful indicator of the value of the programs we offer.

We also take the time to measure the satisfaction of each and every LearningRx client using a well-known rating scale.

The Satisfaction Rating asks clients, “On a scale of 0 to 10 (10 being highest), how likely are you to recommend LearningRx to a friend or colleague?” Our 2011 and 2012 satisfaction rating, based on over 4,800 customers, was 9.54 out of 10. This is nearly 27% higher than the national average (among services that measure customer satisfaction) and one of the highest ratings in the country.

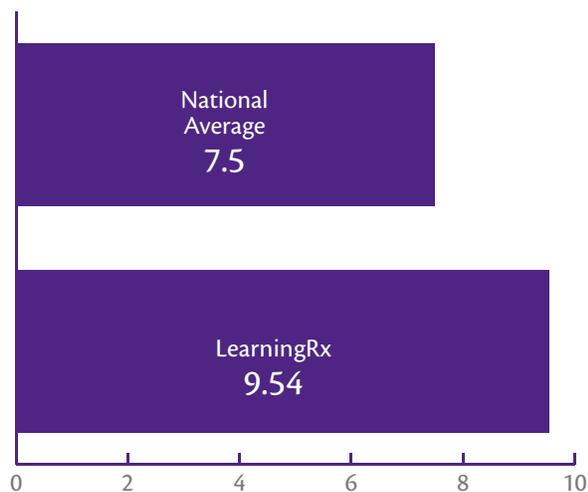
### MEASURING VALUE BASED ON RETENTION OF GAINS

LearningRx students and their families are clearly happy with our one-on-one brain training programs. But do the results last? Are the gains made in cognitive skills permanent?

Our method of brain training is designed to move new skills to a subconscious level for permanent results, and one-year follow-up studies confirm that this is indeed what occurs.

The chart on the next page shows the retention of gains one year later. Notice that in one category—Logic & Reasoning—the gains were not only retained, they continued to grow.

“On a Scale of 0 to 10, How Likely Are You to Recommend This Company to a Friend or Colleague?”



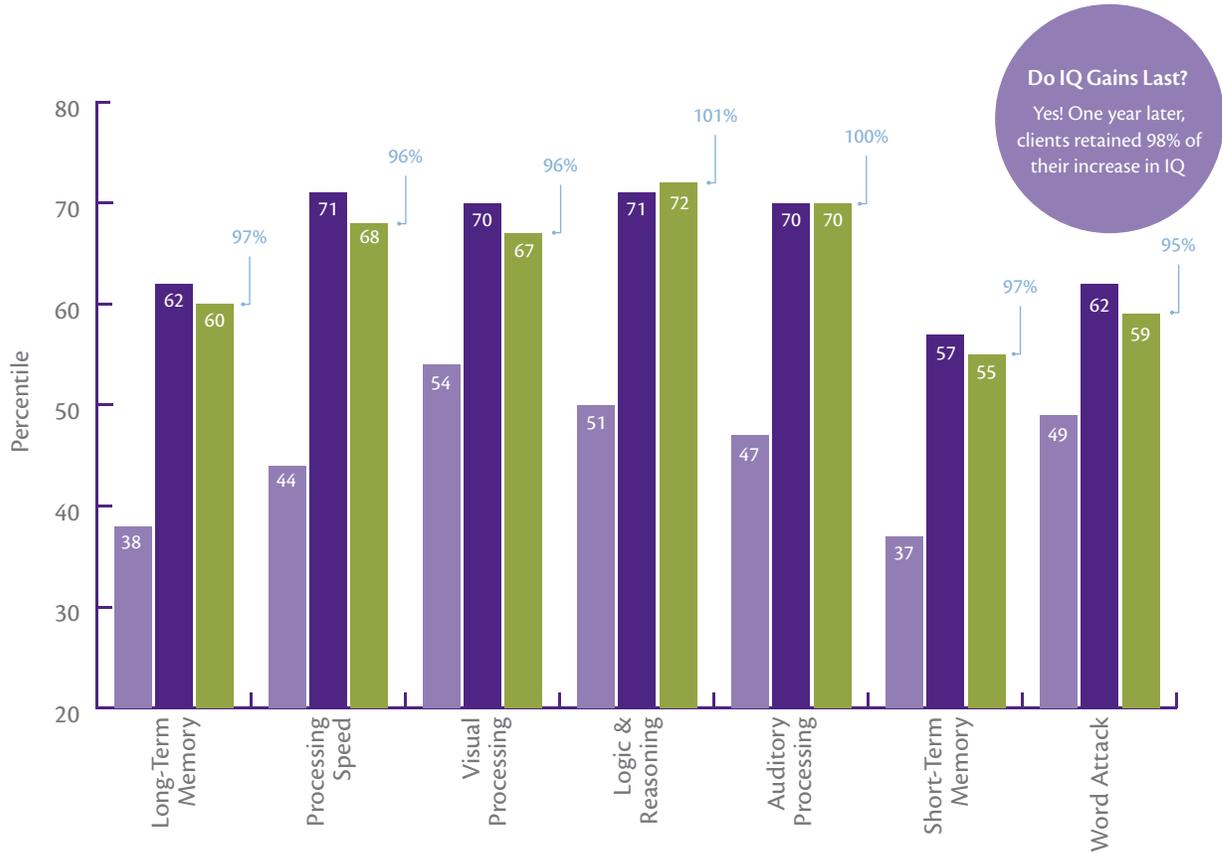


**“Last summer, LearningRx changed my son...forever.** How much difference can three months make? It could end your child’s learning struggle by the next school year! Most important is his ‘I CAN DO IT!’ attitude! Last year at this time, he wouldn’t have attempted doing one math problem without guidance. Now, Aaron is willing to try anything. He is also proud that many of his friends call him about their homework seeking his help. I told him I was going to email you and he said to tell you all hello and to make sure you knew he was on the honor roll just like the kid on the LearningRx commercial he hears on the [radio]! Thank you! Keep making miracles happen for other children!”

— **Ardell from Texas**

**One-Year Retention of Gains Based on Percentile Scores**

Before Brain Training
  After Brain Training
  One Year Later
  Percentage of Improvement Retained After One Year



## MEASURING VALUE BASED ON COST

It's good to know that LearningRx brain training programs create satisfied clients and lasting results. But for something to be of exceptional value, it also has to make sense financially.

Below are net reading gains reported by a 2005 Chicago Public School study on over 56,000 students after one year of tutoring. The following chart shows the average net gain in reading made by students enrolled in 30 different tutoring programs, as well as the average net gain made by students enrolled in the six best-performing tutoring programs. Finally, it shows the average net gain in reading for LearningRx students.

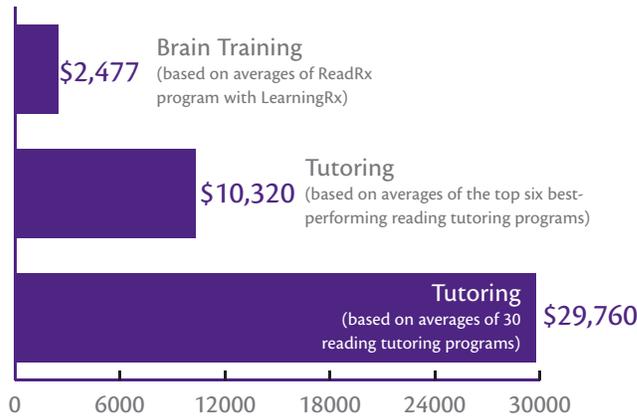
Based on regional hourly fees for group tutoring and one-on-one brain training (\$40 an hour for tutoring and \$80 per hour for LearningRx brain training), the following chart shows what it costs to obtain a one-year reading gain with LearningRx, as opposed to the average cost of obtaining the same gain with any of the 30 tutoring programs (including the six best-performing tutoring programs).

**Cost Comparison Between LearningRx and Tutoring to Achieve a One-Year Reading Gain**

	Number of Students in Study	Net Reading Gains in Years	Sessions Required to Get Gains	Sessions Needed for a Year Gain	Likely Fee per Hour Session	Investment Required for a Year Gain	Investment Required for a Three-Year Gain
<b>LearningRx ReadRx training (2011 and 2012)</b>	2,604	3.1	96	31	\$80	\$2,477	\$7,432
<b>Average of the top 6 of the 30 Reading Tutoring Programs (Chicago 2005)</b>	1,983	0.24	62	258	\$40	\$10,320	\$30,960
<b>Average of 30 Reading Tutoring Programs (Chicago 2005)</b>	61,466	.09	67	744	\$40	\$29,760	\$89,280

Even calculating the hourly rate for one-on-one brain training at twice the hourly rate for tutoring, LearningRx still costs less than half of what the very best tutoring programs charge—and only 10 percent of what the majority of tutoring programs charge—for the same result!

### Averages of Dollars Spent to Obtain a One-Year Gain in Reading Skills



### Reading Improvements—Average Skill Years Gained



### MEASURING VALUE BASED ON RETURN ON INVESTMENT

There is yet another way of measuring value, and it has to do with calculating financial returns received on your investment.

According to the National Longitudinal Survey conducted by the US Department of Labor's Bureau of Labor Statistics, there is a significant relationship between IQ and earnings.

Of course, factors other than IQ can influence how much money someone makes over a lifetime. Some of these factors are environmental, such as the socioeconomic status of parents and the quantity and quality of educational opportunities. In a fascinating study published in the *American Economic Review* in 2002<sup>1</sup>, however, these environmental influences were largely removed by studying the IQs and incomes of 733 pairs of siblings.

#### IQ Group Sibling Sample (733 pairs)

IQ Range	Income at Age 30 (adjusted for 2014)	College Grads
120+	\$91,252	82%
110–119	\$78,087	56%
90–109	\$68,020	19%
80–89	\$50,820	5%
<80	\$30,460	3%

<sup>1</sup> From the National Longitudinal Survey conducted by the US Department of Labor's Bureau of Labor Statistics. Murray, Charles. 2002. "IQ and Income Inequality in a Sample of Sibling Pairs from Advantaged Family Backgrounds." *American Economic Review*, 92(2): 339-343.



**"I feel like I can achieve my goals on my own."**

"LearningRx has helped me in many ways. Two of them are in the areas of academics and athletics. Before I took the program, I would become confused with my assignments in football plays. After I took the program, I knew not only my responsibilities, but those of my teammates as well. In the area of academics, now I am getting mostly A's. My confidence has shot up. I feel more independent in my studies. For me, I feel like I can achieve my goals on my own. Before, my goals were achieved with someone holding my hand. Now I am a more independent person, and I like that."

— DeShaun from Ohio

The study showed that, other things being equal, a person's IQ significantly and directly impacts their lifetime earnings. Based on the study results, a gain of even 10 IQ points can result in a \$10,067 to \$20,360 increase in annual earnings. Multiply that by 40 years of earnings and the numbers become even more significant.

Since LearningRx training results in higher IQ by an average of 15 points,<sup>1</sup> this allows us to calculate a financial return on dollars invested at LearningRx, and is an important factor when measuring the value of brain training. Based on these numbers, the return in increased income over a lifetime averages out to be \$127 for every \$1 invested in brain training at LearningRx.

### Return on Investment



### CONCLUSION

The numbers tell the story. After brain training at LearningRx, our clients of all ages really do experience the life changing results of a faster, smarter brain.

<sup>1</sup> LearningRx brain training raises IQ by an average of 15 points among students who do all of their training in one of our centers, and by an average of 14 points across the board, including clients who did some of their training at home.

Thank you for sharing your child with us today! We had so much fun exercising our cognitive skills at the **first ever** LearningRx **Pueblo** Brain Ninja Games.

After today, your child should be able to tell you that cognitive skills are the underlying mental tools that make up IQ and allow us all to read, think, remember, learn and pay attention. Cognitive skills include things like attention, logic & reasoning, memory, visual and auditory processing, and processing speed.

Nearly everyone has a weakness in one or more of these areas. Cognitive weaknesses can lead to learning struggles, confidence issues, poor reading and even behavioral problems. The good news is that the right type of intense, focused, one-on-one brain training can quickly strengthen weak cognitive skills, leading to a faster, smarter, more efficient brain. The methodology we use at LearningRx now results in an average gain of 14.9 IQ points. In addition:

- LearningRx graduates get better grades and finish homework faster.
- Last year, 40% of our graduates with ADHD no longer needed medication after training.
- Many are able to lose labels like ADHD and dyslexic.
- Graduates see improvements in sports, driving ability, and life in general.
- A near-universal side effect is a tremendous boost in self-confidence. Kids report they are happier, have more self-esteem and can make and keep friends.
- Parents report home life is much more peaceful as they no longer struggle through homework or battle with kids over chores and manners. Most report the entire family benefits.

While the brain exercises we did today are not enough to see these kinds of dramatic improvements, they are helpful! Any exercises that work the cognitive skills will help strengthen the brain, and regularly playing fun brain-building games may be enough to keep your child from losing academic knowledge and intellectual ability over long breaks like summer vacation.

We invite you to bring your child back to LearningRx for a **free/half price** cognitive skills assessment. It takes about 90 minutes and will reveal your child's cognitive strengths and weaknesses and provide insight about the best way to strengthen those skills so your child can have a smarter, faster, more efficient brain.

If you have any questions about brain training, please don't hesitate to contact me.

Thanks again for sharing your child with us today.

Sincerely,

Your Name and Title



**LearningRx is proven.**

With 30 years of research, validated and more than 2,000+ tests across the nation, LearningRx is the gold standard when it comes to brain training/industry. No other program on the market today gets the results that we get.

We know what our programs can do because we test every student before and after training. We measure it precisely, which is why we were someone would make the list of 100 people to watch for the future.

So how much can we improve? Can we get someone with 100% accuracy on a test to score up to 100% accuracy working with one of our trainers for just 18 weeks?

**We help our clients get smarter (and here are the numbers to prove it)**

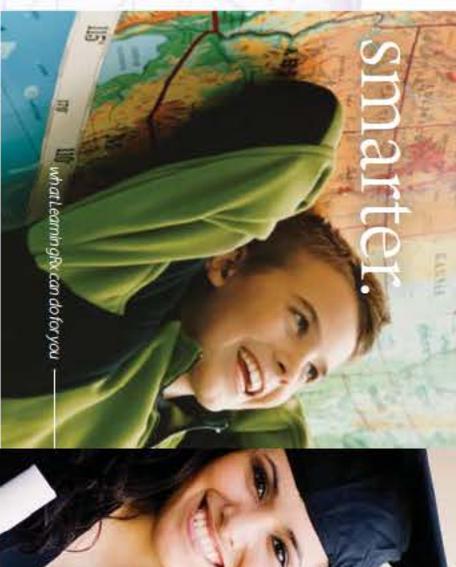
Are you getting better in cognitive performance after a week of LearningRx? Here's how we measure it:



• To see how much of our program has led to a gain in cognitive performance, we use our own proprietary test to measure the results.



CONFIDENTIAL



**A better brain means a better life.**

LearningRx is the leader in helping the brain function better. By using a variety of tests, we can identify the areas of the brain that are not working properly and help you improve your cognitive skills. Our research-based programs are designed to help you improve your cognitive skills and your overall quality of life.

Our research-based programs are designed to help you improve your cognitive skills and your overall quality of life. We use a variety of tests to identify the areas of the brain that are not working properly and help you improve your cognitive skills. Our research-based programs are designed to help you improve your cognitive skills and your overall quality of life.

DR. BEN GIBSON  
 Director of LearningRx  
 What the brain can do for you

LEARN 001589



**Who can we help?**

**We help kids and adults struggling to catch up at school or work**  
 Because most cognitive skills cause 80% of learning challenges, we dramatically help people who find themselves:  
 Taking a long time completing assignments  
 Repeating careless errors  
 Struggling with poor memory, distraction or loss of focus  
 Failing to grasp or follow instructions  
 Falling behind in school or work

**We help kids and adults who want to get ahead at school or work**  
 Kids and adults competing for scholarships or promotions—or simply wanting to excel—come to us to attain:  
 Enhanced memory and recall  
 Increased learning speed and comprehension  
 Greater confidence and productivity  
 Better focus and attention

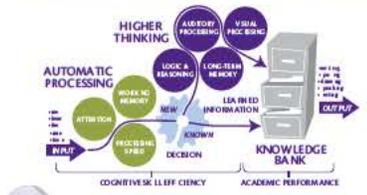
**We help children and adults who have been diagnosed with special needs or disorders**  
 We get life-changing improvements for kids and adults with:  
 ADHD      Autism      Learning disabilities  
 Dyslexia      Stroke      Traumatic brain injury

**We help senior adults wanting to stay mentally sharp**  
 Adults wanting to maintain or improve quality of life come to us to:  
 Enhance memory and recall  
 Think faster. Focus better

© 2015 LearningRx, Inc. All rights reserved. www.learningrx.com

**The value of a better brain.**

At LearningRx, we make people smarter by strengthening the skills that make up IQ. As you can see below, everything we take in (input) is processed by multiple cognitive skills. A breakdown in even one of these skills impacts how we think, read, learn, remember and even pay attention. When this happens, you don't need more input; you need to fix the weak skill. That's why LearningRx one-on-one brain training gets 7 times the improvement of tutoring for a fourth of the cost and in less than half the time!



**+15**  
 pts per test  
 Our programs raise IQ an average of 15 points among clients with all levels of cognitive weaknesses.

© 2015 LearningRx, Inc. All rights reserved. www.learningrx.com



**Here's what LearningRx students experience.**

Before LearningRx, my son did everything he could to get out of doing his work, especially reading and writing. He couldn't recognize letters or sounds. Since completing training, Zash reads and remembers things easier, boosting his self-confidence.  
**Student: Zash H., 7 years old, Lincoln, NE**

Our daughter showed significant improvement in processing speed, one of the main reasons we participated in LearningRx. The trainers were competent and enthusiastic. The program was a fun, positive experience for our daughter and for us.  
**Student: Kendall B., 11 years old, Little Rock, AR**

What a difference from other years! Including Mark, not a big difference in his attitude and attention after the first day. His last school was on a computer system with five classes. He now has seven classes and comes home pumped about each one.  
**Student: Mark F., 17 years old, Indianapolis, IN**

When I graduated from high school, my writing, reading and comprehension weren't strong enough to function well as an adult. LearningRx retained my brain and gave me the skills to function. We earned more in 6 months than in my 12 years of school.  
**Student: Baine H., 48 years old, Colorado Springs, CO**



**"What's the first step?"**

There is no need for you—or your son or daughter—to struggle any longer. It's easy to find out how LearningRx can help. This week you can get the answers you're looking for. Call to schedule a cognitive skills starting appointment. The testing is fun, takes about an hour, and includes a follow-up consultation with a brain training specialist.

You come away from this consultation knowing exactly what's going on in your brain or the brain of your child. It's a win-win. You can take right now to guarantee dramatic improvements in as little as 12 weeks.

The first step is just a phone call away.

Call your local LearningRx Brain Training Center today.

[www.learningrx.com](http://www.learningrx.com)



**LEARN 001590**

**CONFIDENTIAL**

# This is my brain trainer!

Want a smarter, faster brain?

What does a LearningRx brain trainer provide that a computer program can't?



**LearningRx**

CONFIDENTIAL

LEARN 001948

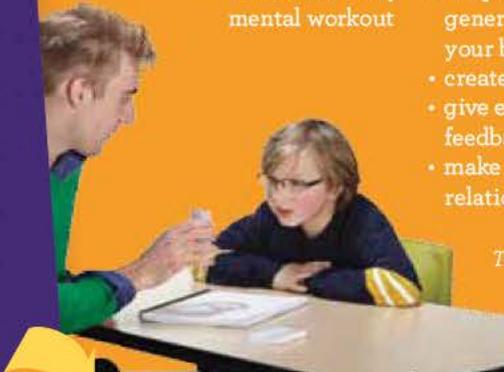
## Intensity. Accountability. Encouragement. *Dramatic results.*

Have you ever transformed your body by working out with a personal trainer at the gym for a couple of months?

Take that kind of training relationship and intensity—and those kinds of life changing improvements—and apply them to your mental skills for a great picture of what personal brain training is all about.

### LearningRx brain trainers...

- customize every mental workout
- keep sessions intense to generate the “mental sweat” your brain needs to change
- create accountability
- give encouragement and feedback
- make brain training interactive, relational and fun



*Trevor, 9, and his LearningRx brain trainer, Connor.  
Read more at  
[www.learningrx.com/trevor](http://www.learningrx.com/trevor)*

Want to see what it's like to work with a personal brain trainer? Call us at (555) 555-5555 and ask for a free demonstration.

Can LearningRx make life easier for you or someone you love? Bring in this postcard and save \$100 on an initial brain skills assessment.



LearningRx helps children and adults who feel held back in school, work or life. We also help people with ADHD, autism, dyslexia, even traumatic brain injuries. We get scientifically measurable, clinically proven results that are unmatched by any brain training product or company on the market today.

### LearningRx Colorado Springs North

719-550-8263 | [www.learningrx.com/colorado-springs-north](http://www.learningrx.com/colorado-springs-north)

LearningRx Cherry Creek  
719-123-4567

LearningRx Fort Collins  
719-123-4567

LearningRx Cherry Creek  
719-123-4567

CONFIDENTIAL

LEARN 001949



## LearningRx Works!

As the largest one-on-one brain training company in the world, we get unmatched results with our unique “personal trainer” approach, raising IQ an average of 15 points and improving mental skills an average of 30 percentile points. No other program—including video brain games, tutoring or brain training websites—gets the dramatic, measurable results that we get. Our programs guarantee improvements for:

- Students of all ages wanting to perform better in school
- Kids and adults with ADHD, autism, dyslexia and learning disabilities
- Beginning students (pre-K through 1st grade) for a strong launch into a lifetime of learning success
- Working adults looking to excel in their careers
- Senior adults who want to stay mentally sharp
- Victims of strokes and traumatic brain injuries

To discover how brain training can help you or someone you love, call or visit a LearningRx Brain Training Center near you:

# ENRICHMENT

LearningRx Brain Training

Looking to excel in school?  
In your career? In life?

Brain training can help you perform better in the classroom, on the athletic field, on the job—even behind the wheel of a car.

AUDITORY PROCESSING

DIVIDE ATTENTION

LOGIC & REASONING

LONG-TERM MEMORY

SHORT-TERM MEMORY

PLANNING

PROCESSING SPEED

SELECTIVE ATTENTION

SUSTAINED ATTENTION

VISUAL PROCESSING

WORD ATTACK

WORKING MEMORY

*Train the Brain. Get Smarter. Guaranteed.*

©2012 LearningRx, Inc. All Rights Reserved.

# BETTER BRAIN BETTER LIFE

A faster, stronger brain improves the way you perform at school, at work, in life!

Whether you're a college student, active senior, hardworking executive, star athlete, or a busy mom juggling the joys and demands of a growing family, you depend on sharp mental skills to get you through your day. How well you think, learn, focus, remember and even pay attention can make the difference between frustration and success.

At LearningRx, our certified trainers use intense mental exercise to stimulate the brain to strengthen and build neural connections. We improve how the brain performs, enhancing mental skills by an average of 30 percentile points, and raising IQ an average of 15 to 20 points!<sup>1</sup>

Our clients say the difference LearningRx brain training makes in their daily lives is dramatic.

Sharper mental skills enhance every area of life at every stage of life, which is why our clients include kids and adults of all ages and circumstances. We help:

- Busy parents
- Fast-track professionals
- Professional and weekend athletes
- Senior adults
- Students of all ages
- Kids and adults with ADHD, dyslexia, autism, even traumatic brain injuries

Call us today and schedule a free brain training demonstration. We're here to help. After all, the better your brain functions, the easier life can be.

Who needs a faster, stronger brain?  
Who doesn't?



*"I've had problems my whole life with reading speed, multitasking, and focus. The one-on-one training I received at LearningRx has helped significantly. My ability to juggle everyday tasks is far better since my training. I would recommend this program to anyone!"*  
— Charles, a LearningRx client

## Q WHAT DOES ONE-ON-ONE BRAIN TRAINING DO?

A LearningRx uses the applied science of neuroplasticity to rewire the brain, strengthening the underlying brain skills that make thinking and learning possible. Our results are clinically proven, scientifically measurable and permanent. We literally change how the brain performs, raising IQ an average of 15 to 20 points and making thinking, reading, learning, remembering and paying attention easier than before.

## Q AM I TOO OLD TO IMPROVE MY BRAIN?

A Absolutely not! The science of brain training is based on neuroplasticity, which refers to the brain's lifelong ability to grow and change. No matter how old you are, your brain can increase existing neural pathways and even create new ones. This means the way you think and learn — even your IQ! — is never set in stone. It can always be changed and improved.

## Q HOW DO YOUR PROGRAMS WORK?

A Our research-based programs are completed over 12 to 32 weeks, and take place in a one-on-one coaching environment with a certified brain trainer. The personal training aspect of what we do is the key to our dramatic results. No other program in existence today comes close to matching our approach—or our results.

## Q CAN I IMPROVE MY BRAIN BY MYSELF, USING PUZZLES AND ONLINE GAMES?

A Playing digital brain games instead of, say, watching TV is great for mental maintenance or even small improvements (just like taking the stairs instead of the elevator will keep you healthy and even help you lose a few pounds). But for life changing improvements, you need something more. People who are serious about changing their bodies understand the value of hiring a personal trainer. In the same way, people who are serious about changing their brains understand the value of hiring a personal brain trainer.

## Q DOES IT LAST?

A Our programs create results that are dramatic and lasting—and we've got the numbers to prove it! Using the gold standard of cognitive skills testing—the Woodcock Johnson III—we measure the cognitive skills of every client before and after brain training. Whenever possible, we measure again a full year later. We substantiate everything so you can make an informed and confident decision about brain training. The bottom line? Our results are not only unmatched by any other program out there, they're permanent.

<sup>1</sup>. Learn more about our results at: [www.learningrx.com/results](http://www.learningrx.com/results)



- A faster, more efficient brain will change the way she handles her world...

**LearningRx**

CONFIDENTIAL

LEARN 001582

## ...for the rest of her life.

LearningRx brain training consists of intense mental exercises that can actually raise IQ and improve the way your child's brain thinks, learns, reads, concentrates and remembers, for life. Results of our clinically proven programs are dramatic and permanent.

- ✦ More success in school
- ✦ Less time spent doing homework
- ✦ Better memory at school and home
- ✦ An improved attitude about school, homework—maybe even life
- ✦ Faster mental performance on the athletic field
- ✦ Greater confidence in every area of life
- ✦ Improved ability to focus
- ✦ More options for the future
- ✦ Improved relationships at home

Our programs don't just change brains, they transform lives. Call us today and find out how brain training can change life for someone you love.



Ask us how to get a **FREE** brain training demonstration  
*for yourself or someone you care about*

Mention this card and get  
**\$50.00 OFF**  
the price of a Cognitive Skills Assessment

**(719) 555-1212**

Colorado Springs North Brain Training Center  
[www.learningrx.com/colorado-springs-north](http://www.learningrx.com/colorado-springs-north)

CONFIDENTIAL

LEARN 001583

Research-based.  
Clinically-proven.

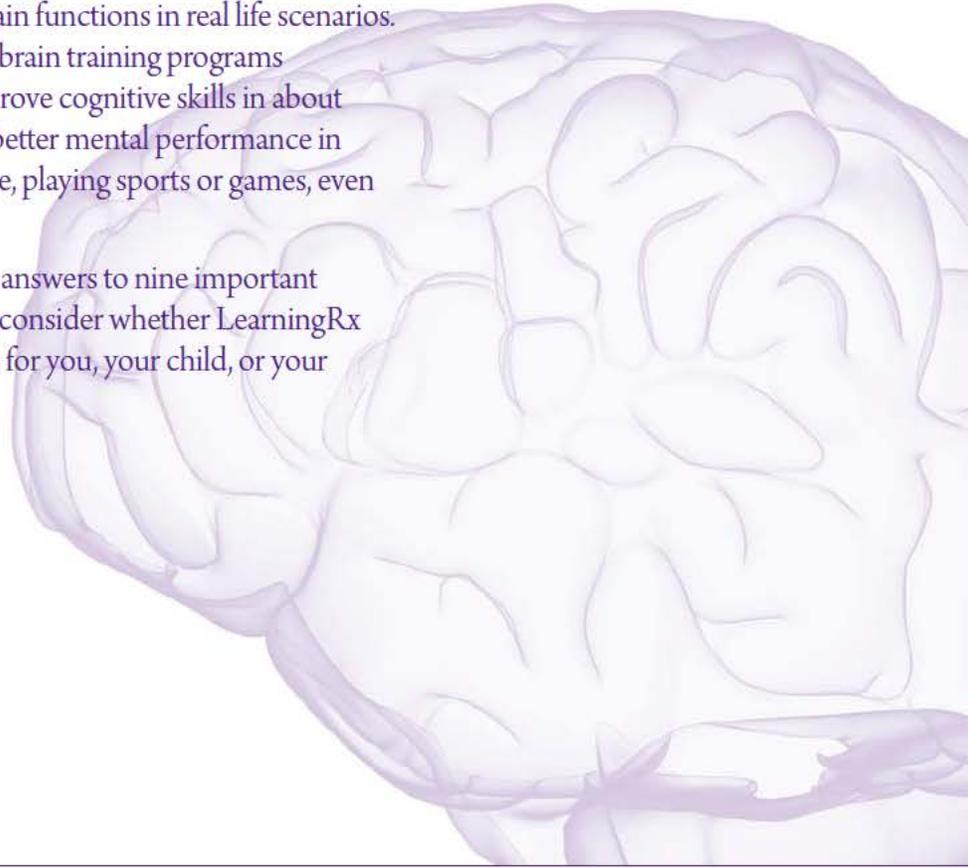
# The Science Behind LearningRx

Serious brain training for serious results.

Information and ideas are tools we need to succeed in every area of life. The ability to successfully grasp and use these tools, however, comes from the brain's core cognitive skills.

LearningRx is the leader in applying the latest in brain science to dramatically improve how the brain functions in real life scenarios. Our research-based, one-on-one brain training programs dramatically and measurably improve cognitive skills in about 12 to 32 weeks. And that means better mental performance in the classroom, on the job, at home, playing sports or games, even behind the wheel of a car.

Inside this booklet you'll find the answers to nine important questions you need to ask as you consider whether LearningRx one-on-one brain training is right for you, your child, or your patient or student.



**LearningRx**  
train the brain. get smarter.

LEARN 001584

CONFIDENTIAL

Exhibit Y, p.1

### 1. Who is impacted by cognitive weakness?

Cognitive skills are the underlying brain skills that make it possible to think, read, learn, remember and pay attention. And because we don't simply outgrow weak cognitive skills as we age, adults are as likely to be hindered by cognitive skills weaknesses as children. Those impacted by cognitive weaknesses include:

- Struggling students
- Children or adults with dyslexia or reading struggles
- Children or adults with ADHD
- Career adults hindered by attention or memory issues
- Senior adults struggling with memory or processing speed
- Children or adults impacted by autism
- Children or adults who have experienced concussions or TBIs

### 2. What are the CAUSES of most learning and reading problems?

According to studies, approximately 10% of learning and reading problems among children and adults in the U.S. are due to poor or inadequate instruction. Another 5% are caused by one or more sensory defects, such as hearing or vision problems. Up to 5% are the result of low motivation.

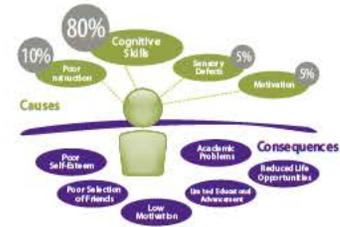
**The rest—roughly 80% of all learning or reading difficulties in the U.S.—are caused by one or more weak cognitive skills.**

In fact, a 10-year study by the National Institute of Health provides even more specific information on reading struggles. This study determined that 88% of all reading problems are caused by weakness in a single cognitive skill known as auditory processing, the skill that makes it possible to blend, segment and analyze sounds<sup>1</sup>.

### 3. What are the CONSEQUENCES of cognitive weaknesses?

Because cognitive skills determine how well we think, read, learn, remember and pay attention, they help determine our success in school, at work and in life.

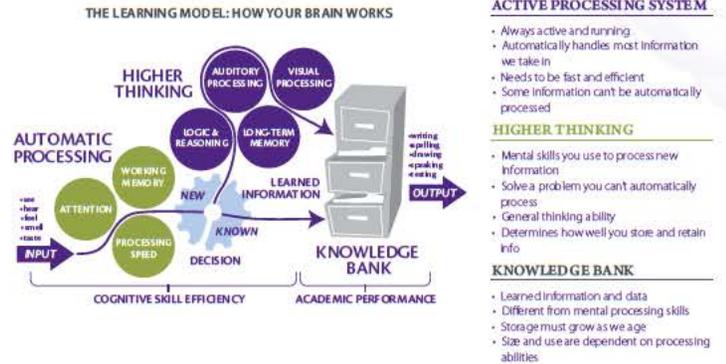
The reduced mental performance caused by even one weak cognitive skill can lead to poor self-esteem, low motivation, disruptive behavior, poor selection of friends, and fewer educational and career opportunities. All of these things directly impact life opportunities, such as earnings and lifestyle.



Like a set of muscles [the brain] responds to use and disuse. For the first time, we are learning to see mental weaknesses as physical systems in need of training and practice. The brain is a dynamic, highly sensitive yet robust system that may adapt, for better or worse, to almost any element of its environment. If we are going to set about training our brains to succeed in the world, we certainly need to learn about the various factors that can influence brain functions. — **DR. JOHN J. RATEY, Professor of Psychiatry, Harvard Medical School**

### 4. How exactly do cognitive skills impact mental performance on a daily basis?

Cognitive skills are the underlying mental skills necessary for thinking and learning, and are divided into two categories. The first category is called Active Skills and includes the cognitive skills of Attention, Processing Speed, and Working Memory. These three skills make it possible to pay attention, receive, sort and prioritize incoming information. The second category is called Higher Thinking Skills and includes four cognitive skills: Auditory Processing, Visual Processing, Long-Term Memory, and Logic & Reasoning. After these seven cognitive skills have grasped and processed incoming information, that information is stored in the Knowledge Bank for use in school, work and life.



As the Learning Model illustrates, information must be processed through your cognitive skills before it can be stored in your Knowledge Bank for use in school, work or life. If even one cognitive skill is weak, it can keep your brain from being able to grasp, remember or apply information well, no matter how many times that information is presented or explained by teachers, tutors, employers or family members!

**FOR EXAMPLE**

How well you do at a new mental task depends on...

- The strength and speed of your mental skills (Active Processing System plus Higher Thinking).
- The presence of data in your Knowledge Bank.

---

How smart you are =

- Active Processing System + Higher Thinking

---

What you know =

- Data stored in your Knowledge Bank.

1. The 80% and 88% figures come from a review of scientific, peer-reviewed studies and papers from the past 15 years and from our own data and experience with over 25,000 students. To learn more visit [www.learnright.com/workbooks/00-parents/phonemic-awareness.pdf](http://www.learnright.com/workbooks/00-parents/phonemic-awareness.pdf)

### 5. If someone has problems reading, learning, thinking, remembering—even paying attention—what can be done?

If you or someone you love would benefit from stronger, faster mental performance, there are three strategies for you to choose from:



**ACCOMMODATE THE WEAKNESS.** This strategy accepts the current struggles as permanent and copes by lowering expectations or using medications to control behavior. In school, special

programs that isolate underperforming students are an example of this approach.



**COMPENSATE FOR THE WEAKNESS.** This approach focuses on working around struggles, altering the environment or selecting goals to maximize strengths while ignoring weaknesses.



**IDENTIFY AND CORRECT THE WEAKNESS.** This approach identifies weak cognitive skills and then, using the science of neuroplasticity, creates actual changes in the brain by rewiring neural pathways and even creating new ones.

The result? Faster, more efficient mental processing. This is the only strategy that identifies and corrects the root cause of the struggle, creating dramatic and permanent improvements in the way someone thinks, reads, learns, remembers or pays attention.

#### The Science of Neuroplasticity

Years ago, brain science was a mystery. Today, we understand so much more than ever before! For instance, today we know that:

- Our brains have the lifelong ability to adapt and build. It's true! No matter how old we get, our brains are always finding new and better ways to reorganize neural pathways (information highways, if you will) and even build brand new ones.
- These neural information highways form the basis of our cognitive skills. Cognitive skills not only make up IQ, they also determine how efficiently we're able to process information in every area of our lives.
- No matter how old we get, our mental abilities (and even IQ) are never set in stone. Because the brain is always adapting and building, our ability to think, remember and learn is never static—it can always be upgraded and improved!

Whenever you think, learn, or remember, groups of neurons in your brain physically work together to accomplish the task. If what you're trying to do is difficult or unfamiliar, nearby neurons are drawn into the process to help you out.

The brain's ability to adapt and grow—reorganizing neural pathways and even creating new ones—is called neuroplasticity. Neuroplasticity is the science behind brain training and the basis of each of the LearningRx brain training programs.

### 6. How does one-on-one brain training work?

LearningRx is a pioneer and leader in the field of one-on-one brain training, and is currently the largest one-on-one brain training company in the world. Here's how it works:

LearningRx brain training partners each client with a personal trainer for intense mental workouts that stimulate the brain to strengthen, reorganize and even create new neural pathways. In other words, brain training rewires the brain to perform more efficiently than ever before.

### 7. How is one-on-one brain training different from tutoring or digital brain training websites or games?

Premier one-on-one brain training—the kind that dramatically improves mental performance in school, at work and in daily life—is an entirely different process than tutoring or digital brain training games.

- Tutoring reteaches information, but it doesn't address the reason the information didn't stick in the first place! Serious brain training—done one-on-one with a personal trainer—identifies the root cause of learning struggles, then addresses that cause by changing the way the brain thinks, reads, learns, focuses and remembers. These improvements in mental skills are transferable to any class, subject or grade throughout your child's entire school career, and even on to his or

her work career. Better mental skills also improve driving skills, athletic performance, and make tasks for daily living easier and simpler.

- While online and digital games are great for mental flexibility, studies prove that they do not create dramatic, life-changing improvements in mental performance. The largest study on digital brain games followed 11,430 people playing games for six weeks. While players got better at the games, their new skills didn't transfer to school or work.<sup>1</sup> Brain training done with a brain trainer, however, is clinically proven to get dramatic improvements that literally change the way the brain performs in school, work and daily life.
- Finally, our brain training programs are scientifically proven to raise IQ by an average of 20 points in 24 weeks (which studies link to job advancement and higher salaries for life). Changing IQ is something that neither tutoring nor digital brain training games have been proven to do.

#### THE SEVEN KEY INGREDIENTS OF EFFECTIVE BRAIN TRAINING



**Brain training must be practiced.** Because brain training builds skills, it can't be taught in the classroom. It must be practiced, like learning to play tennis or the piano.



**Brain training that gets the best results is done one-on-one with a personal trainer.** Teaming with an experienced trainer provides accountability, motivation and—ultimately—dramatic results.



**Brain training exercises need to be intense,** requiring concentrated repetitions in order to build skills quickly.



**Brain training exercises need to be targeted** in order to address and eliminate specific mental skills gaps.



**Brain training exercises need to be done in a particular sequence.** Small challenging steps don't overwhelm the student, while forcing the brain to recruit additional neurons to handle increasingly complex tasks.



**Brain training exercises must be progressively loaded.** Loading incorporates multi-tasking and is a fast-track way to take a new skill and make it a more permanent part of the brain.



**Brain training, to be effective, requires immediate, accurate feedback.** Instant, effective reinforcement and correction keeps training focused and intense.

1 Study conducted by the Medical Research Council's Cognition and Brain Sciences Unit and published in the journal Nature April 20, 2010 <http://www.nature.com/news/2010/100420/> by 1464111a16m

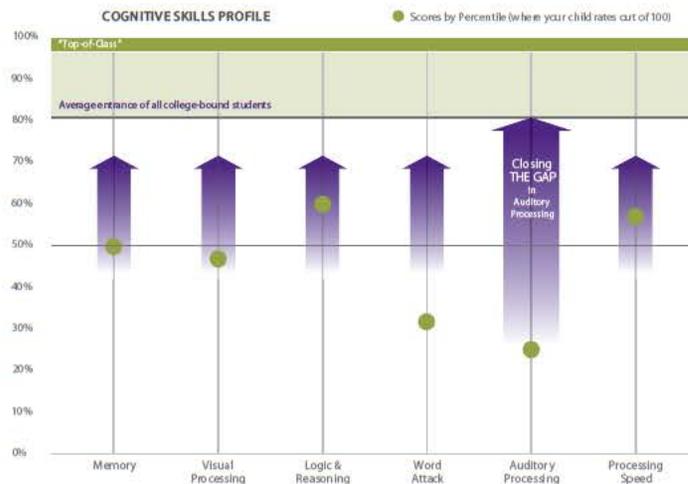
### 8. Why is cognitive testing so important?

At LearningRx, we use a battery of tests that include the Woodcock Johnson III Tests of Cognitive Abilities and the Woodcock Johnson III Tests of Achievement. These are the most comprehensive and widely recognized cognitive skills tests in use today, and are used by psychologists, educators and doctors. These tests measure the brain skills that make it possible to think, learn, read, remember and focus.

Testing before and after brain training allows us to identify specific cognitive weaknesses, create a customized series of exercises to target those cognitive skills, and then scientifically measure improvements in those skills.

#### HOW DOES "CLOSING THE GAP" ON COGNITIVE SKILLS WEAKNESS WORK?

Example: The average cognitive skills ranking of all entering freshmen students in the United States is the 81st percentile. If you desire your student to attend college and be successful, and his or her average score is lower than the 81st percentile, a cognitive skills gap needs to be overcome to increase the chance of realizing that college goal. This gap can be narrowed—and even closed—with one-on-one brain training.

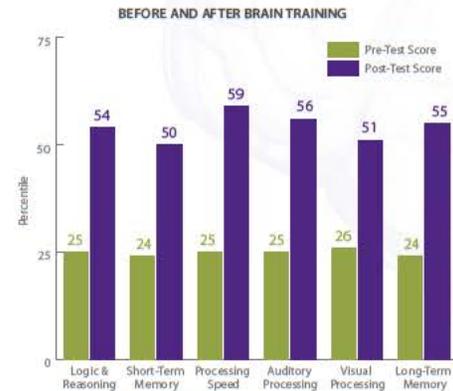


### 9. Just how effective is one-on-one brain training?

The results of LearningRx brain training programs speak for themselves. In fact, our students test higher in IQ—an average of 15 points higher—after completing brain training with LearningRx.

How does this translate into real life changes?

- With stronger cognitive skills and a higher IQ, our students learn things faster and easier than ever before.
- They have measurably better memory skills and concentration.
- They perform better in the classroom, on the athletic field and even behind the wheel of a car.
- They report having greater confidence in academics and in life.
- They're more likely to graduate from college.
- They have an edge in their careers.
- And because there's a link between IQ and income, they're even likely to make more money.



The above chart shows before-and-after results for LearningRx students after an average of 18 weeks of brain training. It shows percentile improvements in those who initially tested below the 50th percentile. Percentile measures where someone would rank in a line of 100 people based on their scores. These clients moved up in line an average of 29 points.

When Melissa first came to LearningRx, her reading was extremely poor and her ability to sound out words was almost unheard of! Our family time became zero due to lengthy nights of homework and studying for tests. Homework took her around three hours each night — with my assistance! We had tried a private tutor, after-school programs provided by the school, and lots of praying, but nothing seemed to work.

My husband and I decided to try LearningRx [because it] was like nothing we had ever seen. Thank goodness we did! Melissa's reading has improved so much and, just as importantly, she now has the skills to 'decode' words she doesn't know! She has the confidence that wasn't there before. She no longer calls herself 'dumb' or 'stupid.' I am amazed at the improvements the program has made in her! Thanks again to LearningRx. We actually eat dinner as a family again!

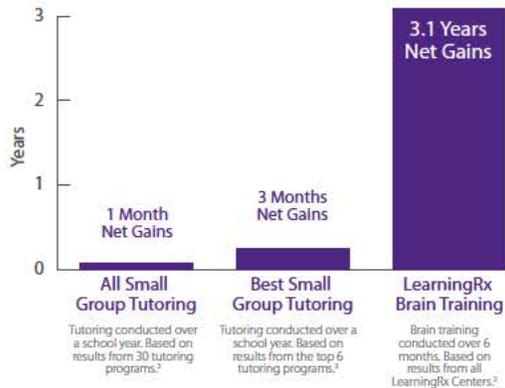
— S. SLOAN

## Brain Training: A Smart Investment

LearningRx brain training—done one-on-one in a coaching environment—raises IQ by an average of 15 to 20 points, which statistics link to higher salaries. In fact, a study by the US Department of Labor Statistics showed that a gain of even 10 IQ points can result in a \$9,000 to \$18,000 increase in annual earnings<sup>1</sup>. Multiply that by 40 years of employment and the numbers become even more impressive!

LearningRx brain training is proven to increase IQ by an average of 15 points or more. That means for every dollar spent on brain training, there's a return of \$127 over a client's lifetime.<sup>2</sup>

IQ Range	Income at age 30 (adjusted for 2012) <sup>1</sup>
120+	\$89,045
110–119	\$76,198
90–109	\$66,374
80–89	\$49,591
<80	\$29,723



## How Does Brain Training Compare to Tutoring?

Statistics show that, dollar for dollar, brain training is seven times more effective than tutoring. This is because, while the hourly rate for one-on-one brain training is more than the hourly rate for group tutoring, brain training produces results so quickly that it can cost literally thousands of dollars less than tutoring for the same improvements!<sup>2</sup>

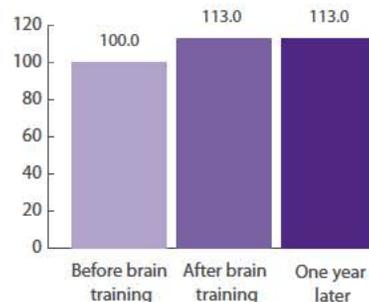
Plus, tutoring reteaches information that a student might not have grasped the first time around. Brain training physically reorganizes neural pathways, creating a faster, smarter brain for a lifetime!

## Does It Last?

Our programs create results that are dramatic and lasting—and we've got the numbers to prove it! Using the gold standard of cognitive skills testing—the Woodcock Johnson III—we measure the cognitive skills of every client before and after brain training. Whenever possible, we measure again a full year later.

But don't take our word for it. Check out these General Intellectual Ability (GIA) scores, also known as IQ scores. GIA is a composite score determined by the performance of the brain's core cognitive skills. This chart shows average GIA scores of our clients before brain training, immediately after, and a year later. Fourteen months after brain training, our clients retain 100% of their gains!<sup>2</sup>

GENERAL INTELLECTUAL ABILITY (GIA) PERCENT OF GAIN RETAINED ONE YEAR LATER: 100%



Results from 125 LearningRx clients who completed follow-up testing approximately 14 months after completing their LearningRx training.

<sup>1</sup> From the National Longitudinal Survey conducted by the US Department of Labor's Bureau of Labor Statistics.  
<sup>2</sup> See our results at: [www.learningrx.com/results](http://www.learningrx.com/results)  
<sup>3</sup> Based on a Chicago School District study following 56,000 students. For the full study, visit: [http://www.learningrx.com/downloads/CPS\\_ReadingTutoring\\_Study.pdf](http://www.learningrx.com/downloads/CPS_ReadingTutoring_Study.pdf)



©2014 LearningRx, Inc. All Rights Reserved.