

HAPPYneuron Signs Three-Year Agreement With The French National Scientific Research Center, Pierre & Marie Curie University at La Pitié-Salpêtrière Hospital



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Press Release Summary: Government-funded collaboration to incorporate HAPPYneuron products in a research program on cognitive rehabilitation

Press Release Body: (Mountain View, CA – June 17, 2008) – **HAPPYneuron**, a leading provider of scientifically-based online cognitive exercises, announces its products have been chosen for a three-year research program with the **Depression Center research laboratory of the French National Research Center (CNRS) and Pierre & Marie Curie University (UPMC) at La Pitié-Salpêtrière Hospital in Paris.**

The research program aims to measure the positive effects of **HAPPYneuron's** products on cognitive rehabilitation and collect data on the effects on depression and Alzheimer's disease. A second objective is to develop an innovative distance therapy procedure (rehabilitation at a distance) that could generally be applied and used by practitioners.

For patients, the aim of this doctor-guided therapy will be to get help, discover how far the practitioner will be able to interact with the patient in terms of software interface and how far the doctor will be able to motivate the patient for his or her treatment.

*"We are delighted to start this scientific collaboration with **HAPPYneuron** through a first CIFRE PhD*,"* said **Professor Roland Jouvent, lead professor of the**

Depression Center. *"As a primary therapy device, cognitive rehabilitation is expected to experience a rapid development over the next few years. In the near future, we would also like to address the issue of emotional rehabilitation using HAPPYneuron's products."*

*"We are pleased that the cognitive and educational expertise of **HAPPYneuron** gives researchers in psychiatry and psychology the opportunity to implement innovative programs for patients,"* said **Doctor Bernard Croisile, Chief Scientific Officer of HAPPYneuron, Inc.**

Since its foundation in 2000, **HAPPYneuron** has focused on high internal research and development intensity as well as on collaborations with research units of eminent university hospitals and organizations. In 2006, a **HAPPYneuron** program was commercialized to provide cognitive and social stimulation aimed at the elderly in medical homes. This program was developed in conjunction with the Lyon Civil Hospices and Lyon University. For more information on **HAPPYneuron** and its programs, visit www.happy-neuron.com.

About Pierre & Marie Curie University
Pierre & Marie Curie University (UPMC) is one of the largest universities teaching science and medicine in France, and in Europe, with 4,000 researchers and teaching staff, 180 laboratories, and some 30,000 students including 8,000 in postgraduate studies. To learn more about **UPMC**, visit <http://english.upmc.fr/UK/info/00>.

About La Pitié-Salpêtrière Hospital
The Pitié-Salpêtrière Hospital (Groupe hospitalier de la Pitié-Salpêtrière) is a world-renowned teaching hospital located in Paris, France. Part of the Assistance publique - Hôpitaux de Paris, it is one of Europe's largest hospitals. To learn more about **La Pitié-Salpêtrière Hospital**, visit www.aphp.fr.

About HAPPYneuron
HAPPYneuron, Inc., headquartered in Mountain View, Calif., offers a broad range of scientifically-proven and personalized brain training workouts. Designed for people of any age, the programs maximize the brain's capacity to learn, adapt to new information, enable mental sharpness and minimize the natural effects of brain aging. Program effectiveness is optimized through the availability of thousands of hours of fun and challenging brain games, guided by an online personal coach. To learn more about **HAPPYneuron, Inc.** visit www.happy-neuron.com.

***CIFRE** (Industrial Agreement on Training Through Research) PhD: An agreement between a company, a research lab, and a post-graduate student who signs a three-year contract with the company to contribute to their R&D activity and benefits from high quality scientific support.

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