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**MARBLES: THE BRAIN STORE OPENS IN CHICAGO,  
INTRODUCES WORLD'S FIRST BIKE THAT TRAINS BODY AND BRAIN**

***Brain Center America's New MD-Developed NeuroActive Bike, NeuroActive Program  
Make Brain Workouts Easy, Fun, Effective for People of All Ages***

**CHICAGO – June 4, 2009** – Lindsay Gaskins, co-founder and CEO of Marbles: The Brain Store, today announced a second store opening in mid-June that will introduce the brain-health industry's latest: The NeuroActive Bike, the world's first exerciser combining cardio with brain workouts. Powered by Brain Center America's (BCA) patent-pending NeuroActive Program, this one-of-a-kind "brain gym" combines a recumbent stationary bike with an interactive brain-training program displayed on a PC screen designed to make brain training fun, easy and effective for people of all ages.

A news conference to announce the store's opening and unveil the bike along with Marbles' other products takes place at **10 a.m. Wednesday, June 17, at Marbles: The Brain Store, 4999 Westfield Old Orchard Center, Suite F-15, Skokie, IL, 60077**. The store opens to the public at 10:30 a.m. Friday, June 19.

Marbles: The Brain Store offers more than 250 products, including word puzzles, brain teasers, educational games, and brain-fitness software, that enhance memory, critical thinking, coordination, visual perception and word skills. Marbles currently has one store in downtown Chicago and an e-commerce Web site at [www.marblesthebrainstore.com](http://www.marblesthebrainstore.com) that offers the store's complete inventory as well as a self-assessment of personal risk factors for Alzheimer's disease.

"We are proud to feature the NeuroActive Bike and NeuroActive Program at our new store as part of our commitment to offer the most advanced brain-health solutions," Gaskins said. "Public awareness of the importance of brain-enhancing products for total mind-body health continues to increase, and we will continue to expand our retail locations and product offerings to meet the growing demand."

BCA's NeuroActive Bike and NeuroActive Program are designed to help all types of people – students, business professionals and seniors – boost their brainpower, keep their brains youthful and help prevent Alzheimer's. As they pedal, NeuroActive Bike users manipulate a wireless mouse to complete the NeuroActive Program, the only brain-fitness software program that uses an advanced artificial intelligence and an exercises series to train the entire brain and sharpen 16 cognitive functions. The NeuroActive Program, which is also sold separately from the bike, may be used on PC's and Mac's at home, office and anywhere.

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**About Brain Center America**

Brain Center America is a U.S. neuroscience company that developed the NeuroActive Program and the NeuroActive Brain Bike. Its innovative software programs improve memory, concentration, energy and total mind-body health with brain-training exercises. Created by physicians and brain specialists, the software programs are the only ones of their kind that target 16 vital functions throughout the entire brain and deploy advanced artificial intelligence to customize training and generate maximum gains in minimal time. BCA's programs include Complete Brain Training, Memory & MultiTasking Booster, and iBrainFIT for iPhone. For more information, visit [www.braincenteramerica.com](http://www.braincenteramerica.com) or call 888-780-2724.

**About Marbles: The Brain Store**

Marbles: The Brain Store is a first-of-its-kind retail concept and online destination that focuses on products designed to stimulate and strengthen the brain. It was created by two Chicago entrepreneurs who, after hearing their parents express concern about Alzheimer's and dementia, were inspired to provide a place where people can find new, engaging activities to keep their brains active and also learn about the brain. From brain-fitness software like Brain Center America's NeuroActive Program to therapeutic toys like Tangle Therapy and competitive games like Blink, Marbles: The Brain Store offers more than 250 products designed to enhance cognition. To learn more, visit [www.marblesthebrainstore.com](http://www.marblesthebrainstore.com) or call 877-527-2460.

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**Editor's Notes:** The news conference will be attended by Lindsay Gaskins with Marbles: The Brain Store and Stephane Bergeron, M.D., with Brain Center America.

**Opportunities for additional interviews are available at Madison Junior High in Naperville, IL. The school recently purchased a NeuroActive Bike in conjunction with its participation in the national PE4LIFE program, designed to promote good health and target youth obesity. Interviews with staff members and students, photographs and product demos are available upon request.**

**Photographs, b-roll videos and copies of the scientific research behind BCA's products are available.**