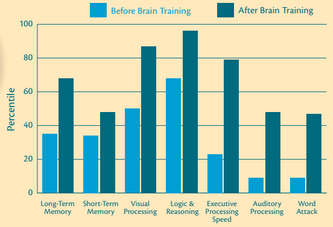
WHAT DOES LEARNINGRX BRAIN TRAINING ACTUALLY DO?

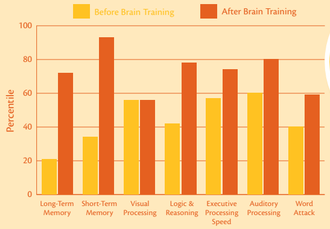
AT LEARNINGRX, we literally change the brain.
How much can we improve brain performance? Take a look at these scores of actual clients before and after brain training.

Dillon struggled with reading, homework and grades.
After brain training, teachers said, "He's not the same kid anymore. What happened?"

Read his story at: learningrx.com/dillon



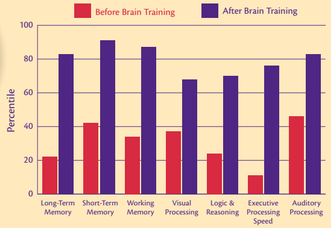
In class and at home, being able to prioritize and focus was a challenge.
Now Morgan comes up with a plan and follows it through. Her dad says she's not intimidated anymore!



Read her story at: learningrx.com/morgan

Tricia felt frustrated and stuck in "dead-end jobs."
Now she's got a great career, new confidence, and a brain she says is "working differently."

Read her story at: learningrx.com/tricia



LET'S TALK.

Can LearningRx brain training make life better for you or someone you love?

At LearningRx, we apply the latest in brain science to help kids and adults think, learn, read, reason, remember and focus better than before.

Learn more this week with one of these special offers:

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 and schedule a free session!

Get answers this week, plus...
Save $50!
Schedule a comprehensive Cognitive Skills Assessment today.
For a limited time, save $50.

LearningRx
train the brain. get smarter. guaranteed.

FIND A LEARNINGRX CENTER AT:
www.learningrx.com

Six Things LearningRx Brain Training Can Do:
(That Tutoring Can't)

1/ TREAT THE ROOT CAUSE: LearningRx strengthens the weak cognitive skills responsible for 88% of reading struggles and 80% of all learning problems. While tutoring treats symptoms, LearningRx finds and fixes the cause.

2/ APPLY TO OTHER AREAS OF LIFE: Better thinking skills aren't just about grades. They improve how you drive a car, perform athletically, and handle daily tasks. After brain training, our clients say they think faster, learn easier, pay attention longer and remember better in every area of life.

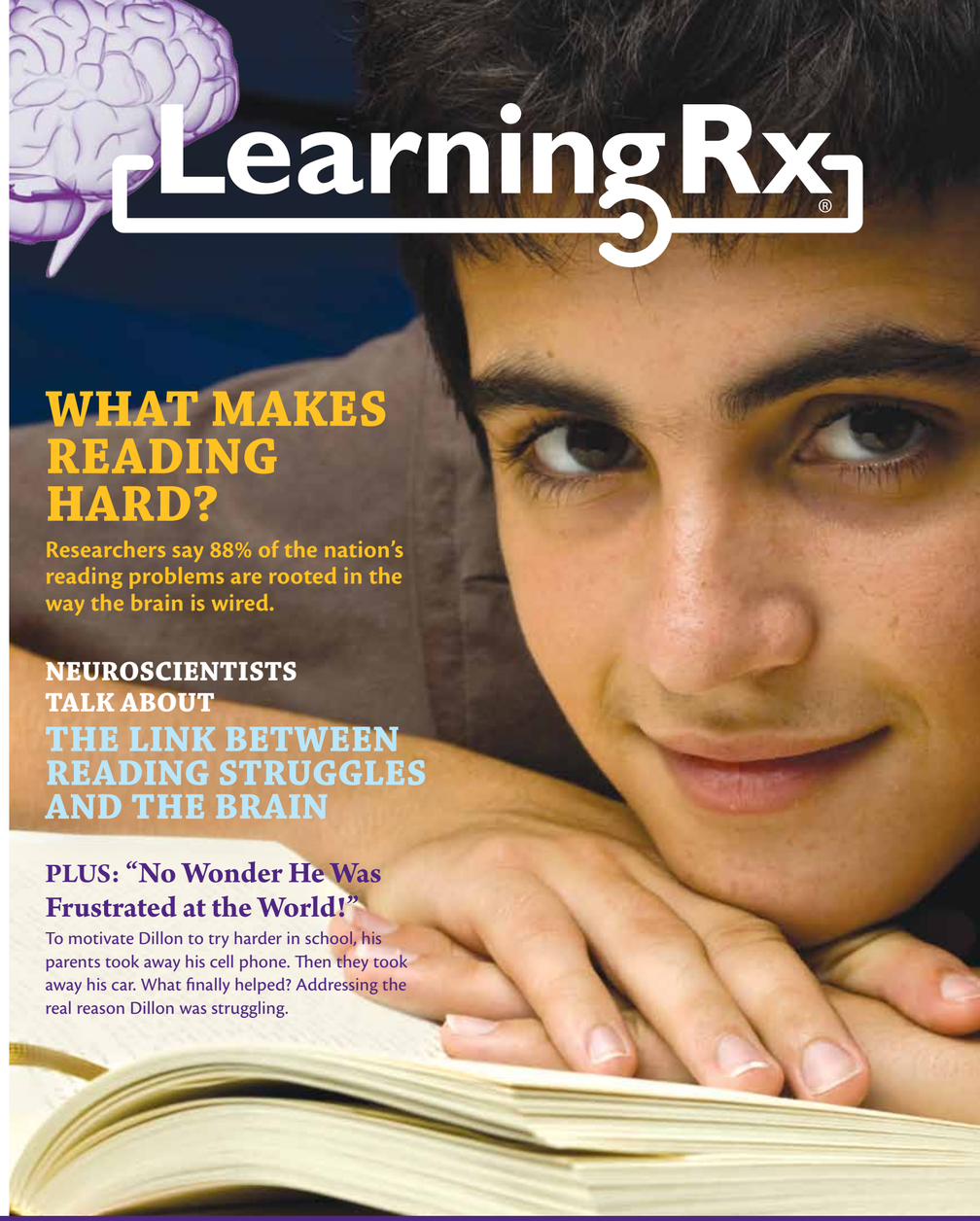
3/ COST LESS: LearningRx is seven times more effective than tutoring, for less than half the price and in less than half the time! In fact, the largest study[1] ever done on reading tutoring revealed that a year's worth of tutoring results in a one-to-four-month gain in reading skills. But LearningRx delivers 3.1 *years* of reading gains in just 72 hours of one-on-one brain training.[2]

4/ PROVIDE TRANSFERABLE GAINS: LearningRx brain training improves learning and thinking in every subject and grade from now on. (Compare this to hiring tutors for multiple classes, or paying for tutoring year after year.)

5/ GET UNMATCHED AND PERMANENT RESULTS: We measure the cognitive skills of every client before training, after training and, when possible, a year later. Our results can be measured scientifically, they are dramatic, and they are permanent.[2] No other program today can match the results we get.

6/ RAISE IQ, WHICH IS LINKED TO HIGHER LIFETIME INCOME: Our programs raise IQ an average of 15 points in 12 weeks, and 20 points in 24 weeks.[2] And because higher IQ has been linked to college scholarships, job advancement and higher income for life, dollars spent at LearningRx can result in impressive financial returns.

1. For the full study, visit: www.learningrx.com/downloads/CPS_readingtutoring_study.pdf
2. Learn more about all our results. Visit: www.learningrx.com/results



WHAT MAKES READING HARD?

Researchers say 88% of the nation's reading problems are rooted in the way the brain is wired.

NEUROSCIENTISTS TALK ABOUT THE LINK BETWEEN READING STRUGGLES AND THE BRAIN

PLUS: "No Wonder He Was Frustrated at the World!"

To motivate Dillon to try harder in school, his parents took away his cell phone. Then they took away his car. What finally helped? Addressing the real reason Dillon was struggling.

WHAT DO 9 *out of* 10 STRUGGLING READERS HAVE IN COMMON?

AT THE VERY ROOT OF READING SUCCESS lies a single brain skill. It is so foundational that, according to the Department of Education, weakness in this single skill accounts for 88% of all reading problems![1]

In other words, nine out of 10 kids and adults who struggle to read do so for the exact same reason.

The single brain skill that is so critical to reading is called "auditory processing," and it's one of a handful of core brain skills that determines how well our brains handle not only written words, but the rush of information coming at us in every area of life.

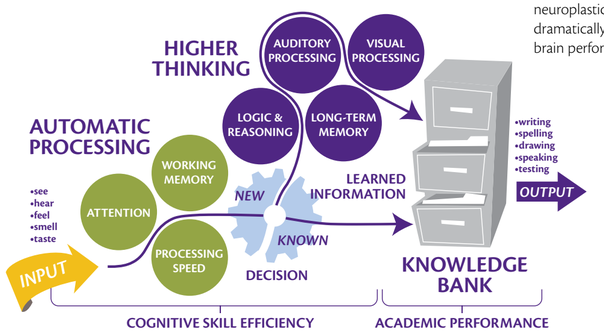
A PEEK UNDER THE HOOD: WHAT'S GOING ON IN THERE, ANYWAY?

Why are brain skills such a big deal?

Whether you're reading a book, studying for a test, handling a task at work, chatting with a friend or even driving a car, **incoming information** is processed through a series of core cognitive skills. Like cogwheels in a machine, **these underlying skills work together** to move information into **stored knowledge**.

But if even one of these core skills is weak, it can keep the brain from fully grasping, processing or hanging on to incoming information. This can create frustrating challenges with reading, learning, memory, attention and more.

Because these problems are rooted in how the brain is wired, solutions like "trying harder" or hiring tutors fall short. After all, if the brain isn't grasping or processing information well, working twice as hard or asking teachers, tutors, employers or family to explain things over and over is a temporary fix. It might get you through a class or project, but it doesn't fix the problem at its source.



NEUROSCIENCE PROVIDES THE SOLUTION

Can weak cognitive skills be strengthened? The answer is yes.

Neuroscientists tell us the brain can strengthen and even rewire the neural connections that make up our core brain skills and determine IQ.

This amazing ability is called neuroplasticity, and your brain can do it at any age.

At LearningRx, our certified brain trainers work one-on-one with clients of all ages, using intense mental exercise to harness the brain's neuroplasticity for dramatically improved brain performance.

CAN LEARNINGRX HELP STRUGGLING READERS?

Auditory processing is one of the core skills that our programs target and improve. As a result, we get absolutely unmatched improvements for clients of all ages who come to us for reading intervention.

In fact, our clients gain an average of 3.1 years in reading skills after just 72 hours of one-on-one brain training.

Compare that to tutoring and you'll see that, dollar for dollar, LearningRx brain training is *seven times more effective than even the best reading tutoring programs!*[2]

LEARNINGRX BRAIN TRAINING IS LIFE CHANGING.

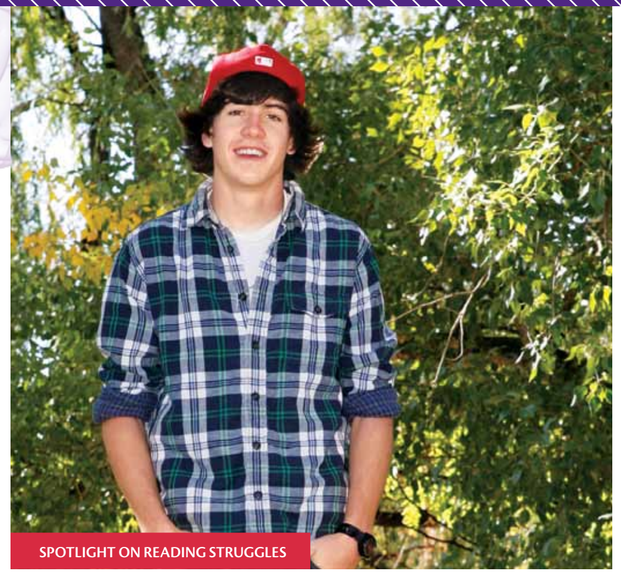
If reading is challenging for you or someone you know, we can help.

Call us today to get started. You have nothing to lose and a lifetime of reading success to gain.

What's the next step?

Call us today to schedule a cognitive skills assessment for yourself or someone you love.

1. To learn more, go to: www.learningrx.com/downloads/80-percent.pdf
2. Learn more about brain training vs. reading tutoring on page 17 of our Results Report (which contains stats on all our results). Download the report at: www.learningrx.com/results



SPOTLIGHT ON READING STRUGGLES

NO WONDER MY SON WAS FRUSTRATED AND ANGRY!

We took away his cell phone. Then his car. But nothing we did motivated our son Dillon to study more or do better in school.

Despite all our efforts, he simply couldn't do it.

It hurt to listen to him read, or to watch him struggle for hours over homework. By the time Dillon reached high school, he seemed ticked off most of the time. He was acting out in class. He was disrespectful at school and at home.

I'd tell him to study for a test and he'd refuse, saying, "I don't have to study. I understood the homework."

But how was I supposed to believe him when he failed every test?

The turning point came when we got him tested at LearningRx. Suddenly everything made sense!

One of Dillon's brain skills called auditory processing was really weak, ranking in the ninth percentile. And since auditory processing is foundational for reading, no wonder homework took forever! His long-term and working memory skills were also weak. In other words, he'd been telling us the truth! He really had understood the concepts as he learned them; he just couldn't hang on to them.

No wonder my son was frustrated and mad at the world. And we had not only doubted what he'd been telling us, we'd accused him of being lazy!

Within weeks of starting brain training, Dillon was spending less time on homework. Midway through the program, we saw C's and D's turning into A's and B's.

But what I really loved was that Dillon became happier and more confident. Suddenly he didn't have to fight so hard. His literature teacher told me Dillon was like a completely different kid. In chemistry, he did so well he was asked to tutor other kids. He told me, "Mom, this stuff is easy." I'd never heard that before!

By the time Dillon finished the program at LearningRx, he had gained 39 percentile points in auditory processing and 33 percentile points in long-term memory. His executive processing speed—good for planning, paying attention and follow through—showed the biggest gain, jumping 56 points from the 23rd to the 79th percentile!

> "...what I really loved was that Dillon became happier and more confident. Suddenly he didn't have to fight so hard."

His final year of high school, Dillon took tough classes he never would have attempted before brain training, like 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."

And you know what? I believe him.

—Shannon, Dillon's mother

Photos are stock photos unless otherwise noted. Page 2: Dillon. Half page flap: LearningRx clients Dillon, Morgan, and Tricia.

NEUROSCIENTISTS EXPLORE THE LINK BETWEEN DYSLEXIA AND THE BRAIN

A review of the latest research on dyslexia shows that neuroscientists and researchers are making game-changing discoveries regarding the relationship between dyslexia and the brain. Dr. Lori Bryan, who holds a Ph.D. in Neuroscience from the University of Pennsylvania, conducted a review of 62 studies and papers on dyslexia. She says here's what researchers are discovering:

DYSLEXIA IS LINKED TO DECREASED ACTIVITY IN SIX BRAIN REGIONS.

For decades, popular theory has linked reading struggles to IQ. Not so, says Dr. Bryan, citing brain-imaging studies showing that poor readers—regardless of IQ scores—show reduced brain activity in six regions compared to average readers.

NEUROPLASTICITY CAN BE HARNESSED TO TREAT DYSLEXIA AND OTHER READING STRUGGLES.

Neuroplasticity refers to the brain's ability to change its structure and functionality in response to various kinds of stimuli. According to Dr. Bryan, research on harnessing neuroplasticity to treat dyslexia has "exploded in recent years." She says studies show that dyslexic kids and adults have brain connectivity issues, and that the most effective brain training harnesses neuroplasticity to improve connectivity in those very regions.

THE MOST EFFECTIVE READING INTERVENTIONS ADDRESS MULTIPLE BRAIN REGIONS AND NETWORKS.

Because reading requires interaction between multiple brain regions and neural networks, Dr. Bryan cites "mounting neuroscientific evidence" that treatment must go beyond phonetics and, instead, address multiple brain skills, specifically auditory and visual systems, working memory, comprehension skills and executive functioning. She credits LearningRx for its comprehensive approach to the brain, reporting that the one-on-one brain training program has demonstrated success at strengthening the very brain skills that are weak in children and adults with dyslexia and other reading struggles. ■