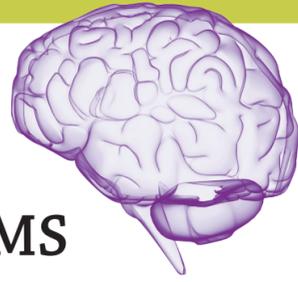


Tutoring and Brain Training:

DIFFERENT SOLUTIONS for DIFFERENT PROBLEMS



IF YOU WANT TO LEARN about nutrition, take a class from a dietitian. If you want to build muscle, hire a personal trainer and start lifting weights.

While both classroom instruction and physical exercise create results, they are not interchangeable answers to all health problems. In the same way, tutoring and one-on-one brain training are not interchangeable answers to all learning struggles.

From kindergarten through grad school, students struggle because of one of two problems. Tutoring solves one of these problems; LearningRx brain training solves the other.

THE FLU, MATERNITY LEAVE OR JACKHAMMERS? HIRE A TUTOR

Knowing that tutoring reteaches information that wasn't grasped in class, when should you hire a tutor?

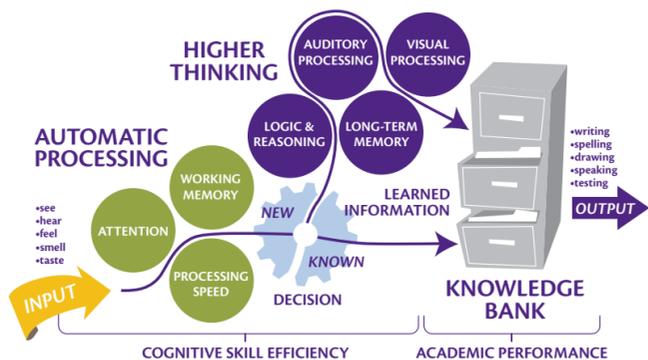
If your child missed classroom content because he or she was home with the flu, a teacher on maternity leave was replaced by a string of substitutes, or construction workers nearby were operating jackhammers all month long, hire a tutor.

In other words, if identifiable circumstances have interfered with the delivery of information to your child, hiring someone to redeliver that information is a great solution.

But if information was delivered well and your child is still struggling, you don't need a tutor. You need a brain trainer.

RECURRING STRUGGLES WITH GRADES, READING, HOMEWORK OR ATTENTION? HIRE A BRAIN TRAINER

Studies show that roughly 80% of all learning or reading struggles¹ are caused by a weakness in one or more of the brain's seven core cognitive skills: attention, processing speed, working memory, logic & reasoning, long-term memory, auditory processing and visual processing.



Here's how it works:

When we learn, **incoming information** is processed through seven core brain skills. **Like cogwheels in a machine, these skills work together** to move information into **stored knowledge**.

But if even one of these skills is weak, it can keep the brain from grasping or fully processing incoming information, no matter how many times that information is presented or explained by teachers, tutors, employers, friends or family.

A LearningRx brain trainer uses a system of intense mental exercise to make weak cognitive skills stronger, improving how the brain grasps and processes information.

For a child, teen or adult struggling with attention, memory, reading or learning, this can be life changing.

While tutoring reteaches information related to a single class or topic, one-on-one brain training dramatically improves how the brain thinks and learns. This translates into better mental performance and greater success in every area of school, work and life, now and for years to come.

GET ANSWERS THIS WEEK

Does your son or daughter have one or more weak cognitive skills? At LearningRx, we can measure your child's seven core brain skills using the Woodcock Johnson III, the cognitive skills assessment adopted by doctors, psychologists and educators worldwide. This allows us to identify specific weaknesses hindering your son or daughter, then customize a program to strengthen those skills.

Whether or not you hire one of our brain trainers to work with your child, this assessment will give you a detailed look at what's going on in your child's brain.

Finding the cause of the struggle is the first step to creating dramatic and lasting change.

Call us to schedule an assessment for your child or teen today.

1. To learn more about the 80% figure, go to: www.learningrx.com/downloads/80-percent.pdf



SPOTLIGHT ON ATTENTION PROBLEMS

ONE FATHER'S STORY

"HOW LONG HAS YOUR DAUGHTER BEEN MISSING?"

It was a father's nightmare. As I answered the officer's questions, my heart was breaking.

The problems had begun two years earlier when Ariel started high school. 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. I'm not smart enough."

A doctor put Ariel on ADD medication and it helped at first, but the side effects—headaches, quick temper, loss of appetite, insomnia and depression—were frightening. Ariel woke up every morning looking drawn and exhausted. After a while she just gave up—on education, her future, everything. She started skipping school. Getting in trouble. And now she had run away.

Late that night, we discovered Ariel at a friend's house and brought her home. She was safe—for the moment—but we knew we had to find answers fast. We started researching learning centers, spending hours talking with Sylvan® and others. When we saw an ad for LearningRx, we researched 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.

We started seeing changes within weeks. Homework took less time and school started making more sense. Before long, Ariel was off all medication. The brain training exercises got easier, too. We did the Partner program where Ariel did half her training with me at home; the accomplishments were hers, but it was something we did together and was a huge bonding experience for us.

Today Ariel is in college. I watched my child go from being in utter despair, to having dreams and hopes. LearningRx gave my daughter confidence, hope and a future. I was losing my baby girl, and now I have her back.

—Danne Z., father of a LearningRx client with ADD

WHY ACCOMMODATE ADHD WHEN BRAIN TRAINING CAN ADDRESS IT?

BY DR. RUSSELL GRIFFITHS

Why do schools treat ADHD with accommodations like removing distractions, reducing workload, or isolating students into quiet areas? This may allow better performance temporarily, but does nothing to develop the cognitive skill of attention.

Based on neuroscientific research, attention is a cognitive skill set that can be improved and developed. Neuroscience shows that—by targeting and stimulating the underactive region of the brain (prefrontal cortex) responsible for characteristics of inattention—attention can be strengthened.

The correct approach is the opposite of accommodations. Attention develops when a person performs a task requiring attention while exposed to structured distracting stimuli. This designed intensity and distraction is at the core of cognitive skills training aimed at improving attention.

Unlike biofeedback or neurofeedback that simply identifies underactive brainwaves, cognitive training alters brain structure to strengthen cognitive function.

Children and adults with ADHD deserve the opportunity to overcome the limitations this disorder presents. Appropriate brain training, not accommodation, creates that opportunity.

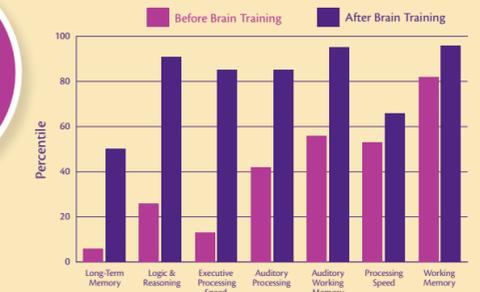
■ Dr. Russell Griffiths is a Licensed Educational Psychologist. In addition to his private practice, he is a psychologist with the Orange County Department of Education, and a graduate professor at the School of Psychology and School Counseling at Alliant Int'l University in Irvine. His specialties include neuropsychological assessment and educational counseling.

Can Tutoring Do This?

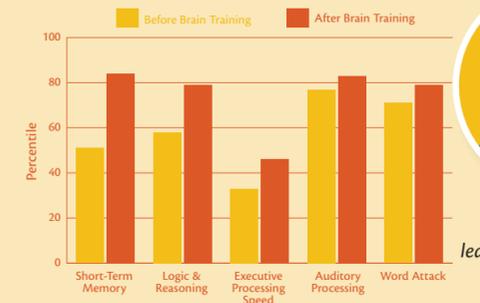
AT LEARNINGRX, we literally change the brain.

How much can we improve brain performance? Take a look at these scores of actual clients before and after brain training.

Side effects of ADD meds sent Ariel even deeper into despair. After LearningRx, Ariel is off medication, going to college and excited about her future.

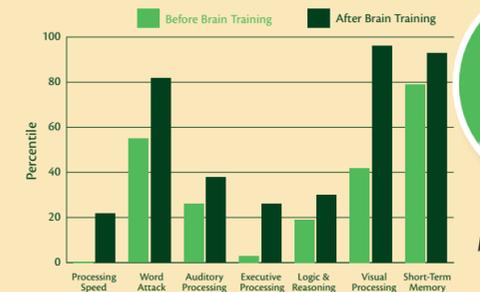


Diagnosed with Alzheimer's, Virginia says, "LearningRx gave me my life back."



Read her story at learningrx.com/virginia2

A motorcycle accident left John with the brain function of a child. "LearningRx turned him from a child back into a man," his family says.



Read his story at learningrx.com/john

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SHOULD YOU HIRE A TUTOR OR A BRAIN TRAINER?

Read both columns and check the box next to any statement that applies.

COLUMN A

Your son or daughter...

- is struggling as a result of missing classes due to illness or vacation.
- is struggling as a result of moving to a new school, or relocating frequently.
- is struggling in a single class due to poor presentation of information (inexperienced or absent teacher, missing class materials, etc.).
- shows a special gifting or passion, and you want someone knowledgeable in that subject to tutor your child at an advanced level.
- catches on right away if a concept needs to be explained a second time.

HIRE A TUTOR if you checked one or more boxes in Column A (and none of the boxes in Column B).

HIRE A BRAIN TRAINER if you checked one or more boxes in Column B (regardless of how few or how many boxes you checked in Column A).

COLUMN B

Your son or daughter...

- has received tutoring in subjects for which he/she still struggles.
- is struggling in more than one class.
- has always disliked or struggled with reading.
- takes a long time doing homework.
- has chronically struggled in school or with tests.
- has to work harder or longer than other kids to achieve good grades.
- does well in school and wants an even greater competitive edge in academics.
- says he or she feels stupid, can't succeed, or isn't as smart as other kids.

SHOULD YOU HIRE A TUTOR OR A BRAIN TRAINER FOR YOUR CHILD?

See inside for a simple checklist that can help you decide.

The largest one-on-one brain training company in the world, LearningRx specializes in taking the latest in brain science and applying it to help kids and adults get faster, smarter brains.



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 **Save \$50!**

Schedule a comprehensive Cognitive Skills Assessment today. For a limited time, save \$50.



FIND A LEARNINGRX CENTER AT:
www.learningrx.com

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

6 RAISES 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.³ 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.

5 GETS 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.³ No other program today can match the results we get.

1 TREATS THE ROOT CAUSE:

LearningRx strengthens the weak cognitive skills responsible for 80% of all reading and learning problems. While tutoring treats symptoms, LearningRx finds and fixes the cause.

4 PROVIDES TRANSFERABLE GAINS:

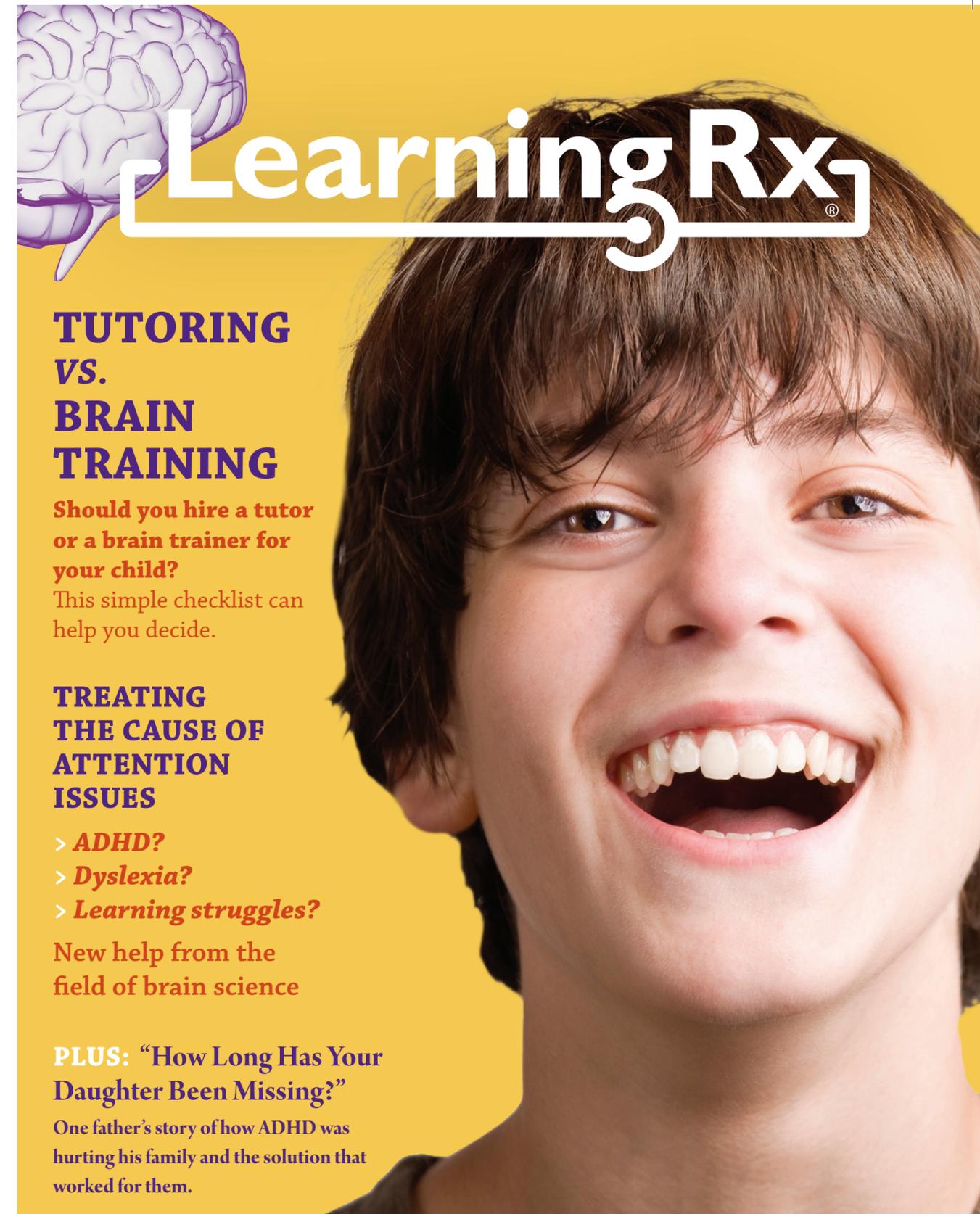
LearningRx brain training improves learning and thinking in every subject and grade from now on. (Compare this to hiring tutors for multiple classes, or paying for tutoring year after year.)

2 APPLIES 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 COSTS 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 study² ever done on reading tutoring revealed that a year's worth of tutoring results in one to four months gain in reading skills. But LearningRx delivers 2.9 years of reading gains in just 72 hours of one-on-one brain training.³



LearningRx

TUTORING VS. BRAIN TRAINING

Should you hire a tutor or a brain trainer for your child?

This simple checklist can help you decide.

TREATING THE CAUSE OF ATTENTION ISSUES

- > ADHD?
- > Dyslexia?
- > Learning struggles?

New help from the field of brain science

PLUS: "How Long Has Your Daughter Been Missing?"

One father's story of how ADHD was hurting his family and the solution that worked for them.