

NEUROACTIVE BIKE: AMERICA'S FIRST AND ONLY MIND-BODY FITNESS EQUIPMENT USED FOR THE ULTIMATE BRAIN FITNESS GYM PROGRAM

LAUNCHED THIS MONTH AT LADY OF AMERICA FITNESS CENTERS

Brain Center America's New Neuroactive Exercise Bike Trains the Body and Brain for Total Fitness

MIAMI – Jan. 6, 2009 – Fitness centers are entering the next lap of their evolution with the NeuroActive Bike, a new breed of exerciser that simultaneously trains the body and the brain as a joint fitness program, Stephane Bergeron, MD, president of Brain Center America (BCA), announced today. The patent-pending bike, engineered by Dr. Bergeron and BCA's international team of brain specialists, makes its U.S. debut this month at Lady of America (LOA) fitness centers. Dr. Bergeron and Gerald W. B. Weber, president and chief executive officer of the LOA franchise corporation, will provide a press conference at **10:30 a.m. Tues., Jan. 13**, at the LOA gym at 6625 Miami Lakes Dr., Miami Lakes, Fla., and at **10:30 a.m. Wed., Jan. 14**, at the LOA at 2416 North Federal Highway, Fort Lauderdale, Fla.

The physician-owned BCA, which pioneers neuroactive brain-fitness programs designed to improve memory, concentration, multitasking and a complete range of mental abilities, developed the NeuroActive Bike to enable users to combine cardio workouts with brain workouts on what is, literally, a "brain fitness gym program." It comprises a technologically advanced recumbent stationary bike coupled with a specially adapted interactive brain-training program displayed on an all-in-one PC screen.

Users of the NeuroActive Brain Fitness Bike may select from 22 brain-stimulating exercise programs that train different parts of the brain, including: memory of names and faces, 3D visuo-spatial skills, concentration, word naming and arithmetic. As they pedal, they manipulate a wireless mouse to interact with the computer and complete the NeuroActive Program, the only brain-fitness program that uses an advanced artificial intelligence and a series of word problems and visual exercises to train the entire brain and sharpen 16 cognitive functions – more than any other brain program on the market. Unlike simple brain games, NeuroActive is developed by doctors and based on scientific research that proves that brain-training exercises increase cognitive function by 20%, improve processing speed and memory, and sharpen the brain so that it performs as well as it did at its peak.

"As part of Lady of America's commitment to offer our members the best fitness training and experiences, we are proud to partner with Brain Center America and to be the first to introduce the United States to the latest technology in stationary bikes and the latest concept for total mind-body fitness using this brain fitness program at our gyms," Mr. Weber said. "We're confident our members will find the NeuroActive Bike helps make workouts even more fun and productive."

Added BCA's Dr. Bergeron: "Based on the popularity of the NeuroActive Bike at gyms in Canada, and more recently in Paris, France, we expect it will be in great demand at Lady of America. We created the NeuroActive Program and the NeuroActive Bike to help people of all ages boost their brainpower, keep their brains youthful and energetic and prevent Alzheimer's. The Neuroactive Bike, while making workouts more fun, is the ideal way to pump the brain: It provides greater brain stimulation than any other program because of the increased flow of nutrient- and oxygen-rich blood delivered to the brain during the cardio training."

To keep both the mind and the body in top shape, Dr. Bergeron recommends following a program of three to four 20-minute sessions per week on this unique neuroactive brain fitness equipment, which he says is more entertaining and rewarding than the typical alternative for those using cardio equipment, watching TV or reading magazines.

NeuroActive Bike Launched at Lady of America Fitness Centers

The PC- and Mac-based NeuroActive Program software, frequently used by consumers on their computers at their homes, offices and other locations, are sold at BCA's Web site, on Amazon.com, and other on- and off-line retailers. Most BCA programs are currently available in English, Spanish and French.

About Lady of America

Lady of America (LOA), a leading worldwide women's fitness franchise corporation, offers a complete workout experience to help its members achieve their fitness goals. The women-focused centers were first in their competitive set to provide strength and toning equipment designed specifically to fit women's smaller frames. Lady of America's full-service clubs also feature Pilates, Yoga and group classes alongside such amenities as sauna, tanning, childcare, massage, personal training and more. For more information or to find a Lady of America location, visit www.LadyofAmerica.com.

About Brain Center America

Brain Center America (BCA), with headquarters in Florida, is the U.S. division of Brain Center International, the Canadian neuroscience company that developed and launched the NeuroActive Program in Canada in 2007. Its innovative computer software programs are designed to improve memory, concentration, energy and total mind-body health with brain-training exercises. Created by physicians and brain specialists, the software is the only one of its kind that targets 16 vital functions throughout the entire brain and deploys advanced artificial intelligence to customize training to the user's skills and generate maximum gains in minimal time. For more information, visit www.braincenteramerica.com or call 1 (888) 780-2724.

About Lady of America Franchise Corporation

For more than 25 years, Lady of America Franchise Corporation (LOAFC) has been an innovator in the constantly evolving business of women's fitness. LOAFC was established in 1984 with the goal of providing a safe and rewarding environment to women working on their fitness and lifestyle goals while enjoying the company and support of other women. Today, LOAFC is the world's largest full-service chain of women's fitness centers with over 400 franchises in operation across 45 states and nine countries under the brands; Lady of America, Ladies Workout Express, Workout Express and Health Clubs of America fitness centers.

Editor's Notes: Interviews, photographs, samples of the NeuroActive Program and copies of the scientific research are available upon request