**Brain Resource Launches *MyBrainSolutions for Parents*, A New Online Tool to Empower Families faced with Attention Deficit Hyperactivity Disorder**

*New product includes personalized assessment to help parents identify child’s specific needs; companion site PoweringUp provides personalized skill building games that enable parent and child to work together*

**HEALTH 2.0/SAN FRANCISCO** – (Oct. 9, 2012) –Brain Resource, Inc., a developer of innovative tools to improve brain health, announced today at Health 2.0 the launch of***MyBrainSolutions for Parents*** and its companion site for children, ***PoweringUp*** –an attention deficit hyperactivity disorder (ADHD) management tool for the home.

***MyBrainSolutions for Parents*** empowers families to work together to improve skills needed for the classroom, the playground, at home and in life. A key feature of the site is a scientifically validated assessment and report that provides a better understanding of their child's unique pattern of strengths and relative limitations.

“As both a clinician and a parent, I know firsthand the challenges that come with ADHD and understand how many feel powerless in the face of this condition. Like many parents, I often wished there was more I could do to help my child,” said Gregory A. Bayer, Ph.D., CEO of Brain Resource, Inc. “Our approach is unlike any other as we recognize that the one who knows the child best is already in the home. By helping parents better understand their child’s specific needs, we can provide a clear pathway to tackle the areas that require attention from the comfort of their own home. This site empowers both parent and child to work together in a goal-oriented, fun and rewarding way.”

Based on the assessment report, parents can develop a tailored brain training plan on the companion site, ***PoweringUp*,** which includes skill building brain games to enhance attention, concentration and memory. Together, the assessment and brain training program provides a strong foundation for both parent and child to work together in a uniquely collaborative approach to ADHD and other conditions.

**How does *MyBrainSolutions for Parents* work?**

Research and the company’s own analysis suggest that regular use of computer-based skill building programs can improve attention and crucial reasoning skills in children. ***MyBrainSolutions for Parents*** uses a validated online personal assessment which measures a child’s performance in thinking, emotion, feeling and self-regulation.

This approach uses the assessment to recommend a personalized set of skill building games and exercises on the child companion site, ***PoweringUp,*** which are designed to reinforce the child’s strengths, and improve other skills important for everyday activities such as increased focus, attention, memory and stronger social skills.

Parents use ***MyBrainSolutions.com/Parents*** to monitor their child’s training as well as providing support and encouragement for each achievement. The assessment test can also be taken repeatedly so parents can track progress over time and save and share results with their physicians.

“I often see parents who are overwhelmed with the amount of information on ADHD and frustrated with the limited treatment options,” said Dr. David Whitehouse, M.D., an expert in childhood ADHD and an early evaluator of ***MyBrainSolutions.com/Parents*** and ***PoweringUp***. “This online tool is an innovative solution that provides a comprehensive support for both parent and child.”

Other features of ***MyBrainSolutions.com/Parents***include:

* Tracking tools to help parents monitor their child’s progress
* Customizable incentives for parents to reward their child’s achievements
* Access to the latest ADHD information and videos featuring experts offering advice on topical areas

According to the Centers for Disease Control and Prevention, nearly one in 10 children in the U.S. are diagnosed with ADHD, with an estimated 10.4 million children and teens under age 18 diagnosed1 with the condition as of 2010.

**Brain Resource is located at booth #9 at Health 2.0** and will provide demonstrations of ***MyBrainSolutions.com/Parent***and ***PoweringUp****.com.*

To get started, please visit [www.mybrainsolutions.com/parents](http://www.mybrainsolutions.com/parents).

**About *MyBrainSolutions.com/Parents***

***MyBrainSolutions.com/Parents*** is a joint venture between MyBrainSolutions, Inc. and an investment vehicle controlled by Och-Ziff Capital Management Group LLC. MyBrainSolutions is a division of Brain Resource Limited (BRRZY: OTC US, BRC: ASX), a company that translates new findings about the brain into engaging products for consumers, employers and clinicians to improve cognition and brain function. Och-Ziff Capital Management Group LLC is a leading global institutional asset management firm (NYSE: OZM).

**About Brain Resource, Inc.**

Brain Resource, Inc (BRRZY: OTC US, BRC: ASX) translates new findings about the brain into engaging products for consumers, employers and clinicians to improve cognition and brain function. With offices in San Francisco and Australia, and agents in Europe and Israel, the company is underpinned by an international consortium of scientists and clinicians that bring together all aspects about the brain that are usually assessed independently. For more information, follow Brain Resource on Twitter @MyBrainSolution or visit [www.brainresource.com](http://www.brainresource.com).