



MEDIA ADVISORY

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AAPB Conference

Booth #19

STRESSERASER TO BE SHOWCASED AT PSYCHOPHYSIOLOGY & BIOFEEDBACK CONFERENCE

FEBRUARY 12, 2007 – MONTEREY, CALIF. – Helicor, Inc. will showcase its StressEraser handheld medical device at the 38th annual meeting of the Association for Applied Psychophysiology and Biofeedback. The conference will be held at the Hyatt Regency Monterey, February 15 through 18.

AAPB's mission is to advance the development, dissemination and utilization of knowledge about applied psychophysiology and biofeedback to improve health and the quality of life through research, education and practice.

Frederick Muench, Ph.D., Helicor's Director of Clinical Research, will present a poster entitled "Integrating a Portable HRV Biofeedback Device into Clinical and Occupational Settings: Results from 3 Pilot Studies."

The StressEraser is an award-winning, portable medical device that relaxes the body and calms the mind in 15 minutes. The StressEraser can be used to quiet the mind before sleeping, rapidly relieve intense stress, and even to stay calm during highly stressful situations.

From beat to beat, your heart rate reflects the activity of your stimulating and pacifying nerves. The StressEraser displays these tiny changes as a wave. By watching your wave characteristics in realtime, you learn to adjust your breathing and mental focus. This decreases the activity of the stimulating nerves (thereby decreasing stress) and increases the activity of the pacifying nerves (thereby increasing relaxation).

The StressEraser is the recipient of Frost & Sullivan's 2006 Award for Technology Innovation of the Year. It is also featured in The Best of Gadget Lab in WIRED Magazine's June 2006 issue (9 out of 10 rating). First customer shipments began in October 2005. The StressEraser is classified by the FDA as a Class II 510(k) exempt medical device.

The StressEraser is available for \$299, with a 30-night risk-free trial, from the StressEraser web site at <http://stresseraser.com>. The StressEraser is currently available to U.S. residents only. Patents are pending. Helicor's corporate headquarters is located at 156 Fifth Avenue, Suite 1218, New York, NY 10010. Phone: 212-255-5991; Fax: 212-255-5994. Email: info@stresseraser.com. Web: <http://stresseraser.com>. Interviews and photographs are available by request.

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