



PRESS RELEASE

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STRESSERASER FEATURED IN WIRED MAGAZINE'S BEST OF GADGET LAB

MAY 23, 2006 – NEW YORK – Helicor, Inc. today announced that its StressEraser medical device is featured in The Best of Gadget Lab in WIRED Magazine's June 2006 issue. Earlier this year, the StressEraser received a 9 out of 10 rating in a WIRED Gadget Lab write-up.

"I have high blood pressure, a type-A personality, and a deadline-driven job. So I needed this biofeedback machine, which trained me to chill out like a yogic master," wrote WIRED reviewer Brian Lam. "After just five minutes, a day in the office felt like a stroll on the beach."

As part of the promotional activity for the issue, Helicor is offering a \$50 StressEraser discount to WIRED readers who are American Express Cardmembers. The discount will be available from May 23-July 25, 2006 and then again from November 15-December 25, 2006.

The StressEraser discount will be featured on the American Express promotional page in WIRED's June and July 2006 issues; on WIRED's promotional site, whatsnextnow.com; and on wiredstore.net. In addition, the StressEraser will be displayed in the WIRED Store next holiday season.

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. The StressEraser was first demonstrated at the annual meeting of the American Psychological Association in August 2005. 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-day 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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