



## PRESS RELEASE

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AIS Seal of Approval (logo)

### **AMERICAN INSTITUTE OF STRESS RECOGNIZES STRESSERASER WITH 2007 SEAL OF APPROVAL**

MAY 21, 2007 – NEW YORK – Helicor, Inc. announced today that its StressEraser handheld biofeedback device is the recipient of a 2007 Seal of Approval awarded by the American Institute of Stress. The Seal of Approval is awarded to stress reduction products and services that have been formally evaluated and validated by the American Institute of Stress. The 2007 Seal of Approval recognizes the StressEraser for “distinction and innovation.”

“We have taken pains to expose products and claims that are clearly fraudulent,” said Paul J. Rosch, M.D., F.A.C.P., President of the American Institute of Stress. “We have also tried to draw attention to others that have scientific backing to support their claims as opposed to anecdotal testimonials. We are pleased to recognize the StressEraser not only because of its ability to assess stress levels but also to reduce and relieve a variety of stress-related complaints.”

Dr. Rosch is also Clinical Professor of Medicine and Psychiatry at New York Medical College, and Honorary Vice-President of the International Stress Management Association.

“We are honored to have the StressEraser assessed and recognized by the prestigious American Institute of Stress,” said Adam Forbes, Helicor CEO. “This accolade is very meaningful to us, given the authoritative position of the Institute in stress medicine and research worldwide.”

#### **About the AIS**

The American Institute of Stress is a non-profit organization established in 1978 at the request of Hans Selye to serve as a clearinghouse for information on all stress-related subjects. Other founding members included Linus Pauling, Alvin Toffler, Bob Hope, Michael DeBakey, Herbert Benson, Ray Rosenman and other prominent physicians, health professionals and lay individuals interested in exploring the multitudinous and varied effects of stress on our health and quality of life.

The American Institute of Stress is dedicated to advancing our understanding of the nature and importance of mind-body relationships, and how to utilize our vast innate potential for self-healing. For more information, please visit <http://stress.org>.

## About the StressEraser

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's list of honors includes:

- Best Self-Monitoring Health Initiative or Device, National Wellness Prevention & Fitness Conference (2007)
- Technology Innovation of the Year, Frost & Sullivan (2006)
- The Best of Gadget Lab (9 out of 10 rating), WIRED Magazine (2006)

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 free trial, from the StressEraser web site at <http://stresseraser.com>. The StressEraser is currently available to U.S. residents only. Patents are pending.

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