

Brain Resource Company Joins MIT Center for Biomedical Innovation As Founding Member

(Cambridge, MA and Sydney, Australia, August 16, 2006)-The Brain Resource Company (BRC) and the MIT Center for Biomedical Innovation (CBI) today announced that BRC has joined CBI as a Founding Member of the Center's research consortium. As part of this agreement, Dr Evian Gordon, CEO of BRC, has been invited to sit on CBI's Strategy and Policy Council.

"We are very pleased to welcome BRC as a partner in this unique enterprise," said Frank Douglas, MD, PhD, Executive Director of the Center. "No other academic center seeks to bring about systemic change across the entire biomedical value chain. The Brain Resource Company joins the forward-thinking companies that recognize the importance of our research and our mission. The focus of our work with BRC will be on drug development and treatment for brain related disorders, and will make use of BRC's standardized methodology and extensive database of brain function biomarkers."

BRC will take part in the MIT Biomedical Innovation Forum on August 17, 2006. The Forum's afternoon program will focus on how personalized medicine is changing the landscape of mental and neurological illnesses. Sessions will explore emerging research relating to disorders of the central nervous system (CNS). Until now, this perspective has largely been absent from discussions of and research activities around personalized medicine. Dr. Frank Douglas and Dr Evian Gordon are both speakers at this event.

See <http://entrepreneurship.mit.edu/forum/agenda.htm> for more detail.

"Many changes are underway in the development of new drugs, in part spurred by the FDA's Critical Path Initiative. CBI is playing an important role in helping to foster these changes and is uniquely placed to make a real difference through the caliber of the people involved and the ability to bring together the key thought leaders in the space. We were attracted by our common aims, with CBI's broader role in industry development and education complementary to BRC's scientific and commercial focus" said Evian Gordon CEO of BRC.

About The Center for Biomedical Innovation

The MIT Center for Biomedical Innovation (CBI) was formed in 2005. CBI is a collaboration of the MIT Schools of Engineering, Management, and Science and the Harvard-MIT Division of Health Sciences & Technology (HST). CBI's goal is to create a "safe haven" in which thought leaders across the biomedical spectrum - from medical researchers to federal regulators and payers, to experts in finance and marketing - are able to conduct pre-competitive research and catalyze industry-wide adoption of the resulting solutions.

At the Center, academic, industry and government experts work together to transform health care innovation and delivery throughout the world. Led by Frank L. Douglas, Ph.D., M.D., CBI delivers high impact, systemic solutions across the entire biomedical value chain, enhancing safety, productivity and commercial value. Our research focuses on four action areas: Safety Assessment, R&D Redesign, Manufacturing and Distribution Systems, and Economic, Financial and Risk Management.

About The Brain Resource Company

BRC has set up the first Global Standard for Cognitive and Brain Testing. BRC's standardized international database brings together the pieces that are normally examined in isolation (including Personal History, Cognition (neuropsychology), Electrical Brain Function, Brain Structure and Genetics) and currently has more than 10,000 subjects. The BRC methodology is being accessed at over 100 sites in 8 countries for both scientific and commercial purposes. It is being used commercially in drug development and clinical management and is also being made available to academics for non-commercial scientific research.