

PRESS RELEASE

**Brain Training Gym “Brain Fitness”<sup>®</sup>**

**Introducing “CogniFit”, a brain training program with the most trusted evidence**

Brain training gym “Brain Fitness”, operated by Innovage Inc. (CEO: Masayuki Takayama) is pleased to announce that we are introducing CogniFit to our training programs from this December.

**About CogniFit**

CogniFit was founded in the United States in 1999, and is a global platform for brain training programs with a number of patented technologies. Today, it is provided in 18 languages including English, Spanish, French, Italian, German, Portuguese, Dutch, Arabic and Japanese, in over 100 countries.

CogniFit has variety of 50 sophisticated games and each aims to train working memory, attentiveness, planning, information processing, divided attention, vision and many more. Users undertake personalized selection of games based on assessment of their cognitive functions and ongoing performance



Sample screenshot of game selection

Sample screenshot of training (games for short-term and nonverbal memory)



Users are given 5 seconds to memorize shapes and colors of the candies placed in front of the pumpkins.



Users then asked to choose correct candies from the shelves and move them to correct positions.

Number of pumpkins or candies varies depending upon difficulty

For more information, contact below:

Innovage Inc. Brain Fitness

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## Evidenced by highest scientific report

According to a study by Australian scientists, researching on mainstream 18 different programs and their scientific evidences, CogniFit was found to have the most reliable evidences and therefore awarded level 1, the highest rating.

## Study overview

This study researched scientific evidences for 18 different computerized brain train programs, which were available at the time of study. 7 were found to have clinical or experimental evidences showing their effectiveness, and were categorized into below 3 levels based on reliability of the evidences:

Level 1: Programs in this category had at least two well-designed randomized controlled trials, one of which was of high-quality design. Two brain training programs met these criteria

Level 2: Programs in this category were supported by only one randomized controlled trial of high-quality design. Three programs were classified at this level

Level 3: Programs in this category were supported by only one randomized controlled trial of moderate or poor design. Two were rated at this level

The results were below:

Level 1: Positscience (BrainHQ), CogniFit

Level 2: Cogmed, Brain Age, My Brain Trainer

Level 3: Dakim, Lumosity

Ref: Shah, T. M., Weinborn, M., Verdile, G., Sohrabi, H. R., & Martins, R. N. (2017). Enhancing cognitive functioning in healthy older adults: a systematic review of the clinical significance of commercially available computerized cognitive training in preventing cognitive decline. *Neuropsychology review*, 1-19.

With our corporate motto “to provide our customers with the most trusted and reliable training manu”, Brain Fitness has decided to introduce the sophisticated brain fitness program CogniFit. We will continue to seek the most advanced brain fitness technologies from the world and will contribute on customers’ brain health and performance.

## Facility Overview

Name: Brain training gym “Brain Fitness”

Address: 5F, Unizo Ebisu 422, 4-22-10 Ebisu, Shibuya-ku, Tokyo Japan

Web: <https://brain-fitness.jp/>

Official facebook: <https://www.facebook.com/brainfitness.ebisu>

Brain Fitness is a comprehensive brain training gym for better brain health, providing brain training, physical training, aerobic exercise, mindfulness, diet and sleep consultations. With a joint research with Institute of Development, Aging and Cancer, Tohoku University, we collect and analyze information to sustain or improve cognitive ability and lower risks of future dementia. Based on its findings, our unique and reliable programs have been developed with doctors, dieticians, sleep technology companies, fitness instructors and mindfulness instructors. Today, our internal neuroscience lab continues to collect scientific evidences and adopt further intelligence on neuroscience to our programs.

## Company Overview

Name: Innovage Inc.

Founded: March 4, 2013

Address: Cuore Ebisu 301, 4-11-9 Ebisu, Shibuya-ku, Tokyo Japan

CEO: Masayuki Takayama

Business: Brain training gym “Brain Fitness” <https://brain-fitness.jp>

News media on brain training, dementia prevention “nounow” <http://www.nounow.jp>

Investment and incubation on solutions for super-aged society

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