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HeartMath® Named Top Ten Company to Watch in New Report on State of Digital Brain Health Market

Market Research Firm SharpBrains Recognizes HeartMath's Achievements in Mental Health Treatment

Boulder Creek, Calif. – December 11, 2012 – HeartMath, a California based organization dedicated to providing an extensive range of services to improve health and well-being, announced today that they have been selected as one of the Top 10 “Companies to Watch in 2013” in a new report by leading market research firm SharpBrains. *The State of the Digital Brain Health Market 2012-2020* biennial report offers insight into innovations in the revolutionary brain health space, along with industry trend analysis and growth projections.

“HeartMath has been at the forefront of researching and developing programs and tools to improve cognitive function for over 20 years,” said HeartMath CEO Deborah Rozman. “Since we began, the opportunities available to help people better understand and, most importantly, manage stress and enhance their brain function have drastically evolved along with developments in technology that put our tools into the hands of consumers. From our award-winning hand-held device, emWave2, to developing the software that will power the Huffington Post’s forthcoming GPS for the Soul mobile app, we’re always looking for new ways to reach the public. Our latest product, scheduled to debut at CES 2013, will make techniques for greater cognitive achievement and mindfulness more accessible than ever.”

SharpBrains conducted in-depth analysis of more than 200 companies in the space and identified 10 Companies to Watch in 2013/2014. They also polled a large group of prominent scientists to identify the most important innovation opportunities from their published research and surveyed over 3,000 experts and early-adopters.

“Our report showcases overall trends and market growth in the field of brain health and the market innovators in this space” said Alvaro Fernandez, CEO of SharpBrains. “HeartMath is recognized as a true innovator and has the potential for astronomical growth. We see them as ideally positioned to use their technology and superior talent to take advantage of the upcoming advancements in the brain health market.”

HeartMath was recognized for its research-based system of scientifically validated tools, techniques and technology to increase cognitive performance. Their advancements in the field have been recognized by outside groups for: helping returning veterans treat the lingering effects of PTSD, improving the academic performance of students, improving cognitive function, focus and social/emotional behavior in children with ADD/ADHD, improving long-term memory in adults, increasing practical intuition, and decreasing the rate of mental burnout among stressed healthcare workers. Additionally, HeartMath maintains programs and develops products to help people of all ages to reduce stress, self-regulate emotions, enhance mental clarity and build resilience for healthy, happy lives.

HeartMath will be presenting its most exciting product yet at CES 2013 in January in Las Vegas. To learn more, visit <http://www.heartmath.com/>.

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About HeartMath®:

[HeartMath](#) is a cutting-edge performance company that provides a range of unique services, products and technologies to improve health and well-being. HeartMath clinical studies have demonstrated the critical link between emotions, heart function and cognitive performance. HeartMath studies have been published in numerous peer-reviewed journals such as American Journal of Cardiology, Stress Medicine, Preventive Cardiology and Journal of the American College of Cardiology. Their organizational clients include Stanford Business School, Blue Cross Blue Shield, Kaiser Permanente, Duke Medical Center, NASA, as well as dozens of VA hospitals and clinics, and thousands of health professionals around the world.

About SharpBrains:

SharpBrains is an independent market research firm and think tank tracking health and productivity applications of cognitive and affective neuroscience, with special emphasis on non-invasive neurotechnology and the growing needs of an aging population. To learn more about SharpBrains' work, visit www.sharpbrains.com.