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MARBLES: THE BRAIN STORE INTRODUCES FIRST-EVER BIKE TO TRAIN BODY & BRAIN

A New Doctor-Developed NeuroActive Bike Make Brain Workouts Fun and Effective for Everyone

NAPERVILLE – December 16, 2009 – The NeuroActive Bike, the world's first exerciser to combine cardio with brain workouts, is making its debut in downtown Naperville at Marbles: The Brain Store. This one-of-a-kind "brain gym," developed by the Brain Center of America, combines a recumbent stationary bike with an interactive brain-training program displayed on a PC screen designed to make brain training fun, easy and effective for people of all ages.

"We are proud to feature the NeuroActive Bike and NeuroActive Program at our Naperville store as part of our commitment to offer the most advanced brain-health solutions," Marbles CEO Lindsay Gaskins said.

BCA's NeuroActive Bike and NeuroActive Program are designed to help all types of people – students, business professionals and seniors – boost their brainpower, keep their brains youthful and help prevent Alzheimer's. As they pedal, NeuroActive Bike users manipulate a wireless mouse to complete the NeuroActive Program, the only brain-fitness software program that uses an advanced artificial intelligence and an exercise series to train the entire brain and sharpen 16 cognitive functions. The NeuroActive Program, which is also sold separately from the bike, may be used on PC's and Mac's at home, office and anywhere.

Marbles: The Brain Store is a first-of-its-kind retail concept and online destination that focuses on products designed to stimulate and strengthen the brain. To learn more, visit the newest Marbles location at 123 S. Washington St in downtown Naperville or call (630) 355-6250.

A full product assortment is also available at www.marblesthebrainstore.com

123 S. Washington Street
Naperville, IL 60540
(630) 355-6250

(more)



Other **Marbles: The Brain Store** locations:

Downtown Chicago
55 E. Grand Avenue
Chicago, IL 60611

Old Orchard Shopping Center
4999 Westfield Old Orchard, Ste F-15
Skokie, IL 60077

Lincoln Square, Chicago
4745 N. Lincoln Avenue
Chicago, IL 60625

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