



Brain training is life changing.

Finally!

A program that gets
to the root cause of
learning struggles

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skills—take our survey**

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Raising your IQ score

**Get Answers
This Week!**

Call your local
LearningRx Center.
See SPECIAL OFFER
on back cover.



Isn't It Time to Go Beyond Low Expectations?

A Note from LearningRx Founder, Dr. Ken Gibson



One simple test can uncover the root cause of almost any student's struggle.

—Dr. Ken Gibson

I understand children who struggle with reading and learning, because I was one of them. In fact, I spent years dealing with feelings of frustration and failure that came with my own learning difficulties.

In elementary school, nothing I learned seemed to "stick." I did well on weekly spelling tests, but failed six-week reviews time and time again, unable to retain information in long-term memory. We were taught to read by the whole word method. This worked for me for a while, but by fourth grade I simply couldn't memorize the 50,000 words needed for comprehension at that age!

Though it was difficult, I found ways to compensate for my weaknesses by working extra hard, and eventually I persevered through a professional graduate program, becoming a pediatric vision specialist. I chose that field because I was passionate about helping children who were struggling with reading. I wanted to help them avoid the pain I had experienced in my own life.

Over the course of a few years, however, it became apparent that vision intervention wasn't the solution to most reading struggles. There had to be another answer.

And there was: Cognitive training.

Drawing on my own experiences and the expertise of other professionals, I co-created the cognitive skills programs that are the foundation of LearningRx today.

To date, our brain training programs have succeeded beyond my expectations, helping tens of thousands of children and adults develop stronger brain skills necessary for reading, yes, but also for learning, remembering, paying attention, solving problems, and more.

And we learn more every day. Science and research continue to add to what we understand about learning potential and learning skills. What this means is that accepting labels, settling for low learning potential, or simply compensating for learning problems are no longer your only options. Cognitive training has created a whole new world of possibilities, and has been truly life changing for more than 95,000 LearningRx clients of all ages.

The first step, of course, is to discover if one or more weak cognitive skills are making learning (and life) harder than it needs to be for you or for someone you love. To find out, simply schedule a Cognitive Skills Assessment at one of our many brain training centers.

It's time to stop struggling.

A handwritten signature of Dr. Ken Gibson's name.



Introducing LearningRx

Getting answers to your child's educational concerns is no longer a mystery.

LearningRx offers unique training programs that strengthen the skills the brain uses to think and learn. Most programs run between 12 and 32 weeks, and before-and-after testing of thousands of clients of all ages shows dramatic improvements in cognitive performance after brain training. The LearningRx process begins with a comprehensive cognitive assessment to identify any weak skills that are making learning harder than it needs to be, then those weak skills are strengthened using a program consisting of fun, challenging mental exercises done one-on-one with a personal trainer. If weak cognitive skills are causing your child's struggle with learning, reading, remembering, or paying attention, we can help. Call us today to schedule a comprehensive Cognitive Skills Assessment and get the answers you need.



One simple question:

Are weak cognitive skills holding your child back?

Here's why you need to know:



Strong cognitive skills make learning possible.

Cognitive skills are critical to learning success because they are the core skills the brain uses to learn and perform. Cognitive skills include: attention, working memory, long-term memory, visual processing, auditory processing, logic & reasoning, and processing speed. These are also the skills that determine IQ.



Most learning struggles are caused by one or more weak cognitive skills.

Studies confirm that among U.S. children and adults, the majority of learning and reading problems are due to one or more weak cognitive skills. Every person's cognitive profile is different, and even children and adults with above-average IQs and cognitive abilities can struggle as a result of a single skill that is weaker than the rest.



Weak cognitive skills can be identified, targeted, and strengthened.

Our Cognitive Skills Assessment identifies specific weak skills, then one-on-one training targets and trains those skills using fun, intense mental exercises done with a LearningRx brain trainer. The result? Cognitive skills that are measurably stronger after training. Plus, changes happen quickly (most of our programs are 12 to 32 weeks), which builds confidence and motivation.



One simple answer:

Have your child's skills tested.

Our Cognitive Skills Assessment takes about an hour and will give you invaluable insights.

It's easy to find out how LearningRx can help. In fact, you can get the answers you need this week. Within a few days of taking a LearningRx Cognitive Skills Assessment, you'll have a clear picture regarding how your child learns, why he or she is struggling, and the steps you can take to see dramatic improvement.

Get Answers This Week!

Call your local LearningRx Center.
See SPECIAL OFFER on back cover.

An overview of the LearningRx experience:



Contact a LearningRx Center Near You. The first step is to schedule a Cognitive Skills Assessment at a center near you.



Take a Cognitive Skills Assessment. The assessment identifies weak skills so we know exactly which skills to target and strengthen.



Return to the Center for Your Consultation. You'll receive Assessment results and gain invaluable insights into the "why" behind the struggles you or your loved one have been experiencing.



Start Brain Training. We identified cognitive weaknesses with the assessment; now we target and

strengthen those weak skills with fun, challenging mental exercises done one-on-one with your own LearningRx brain trainer.



Take the Final Cognitive Skills Assessment. A second assessment lets us measure improvements in cognitive performance. Studies of past clients show dramatic improvements in memory, attention, visual processing, auditory processing, logic & reasoning, processing speed, and even IQ scores. To learn more about research and results on 17,998 LearningRx clients, visit www.learningrx.com/ results.

Is Someone You Love Struggling? Are You?

We call it brain training.
Clients and families call it life changing.



Struggling Students:

Studies show that most learning struggles are caused by weak cognitive skills. LearningRx brain training identifies those weak skills, then strengthens them.



High-Achieving Students:

Brain training uncovers learning potential, and maximizes already strong learning skills. Even children and adults with strong cognitive skills see gains after LearningRx brain training.



Preschool to First Grade Students:

LearningRx's LiftOff program identifies and trains any hidden weaknesses before they dampen enthusiasm, hinder learning, or create frustration.



College-Age Students:

Brain training helps students hit their college years in stride. Strong cognitive skills are foundational to learning at every age, especially in the fast-paced college environment.



Career Adults:

Because cognitive weaknesses don't typically "catch up" with time, children who struggle often grow into adults who struggle. Brain training can strengthen weak skills at any age.



Senior Adults:

When cognitive skills are strong, learning and life are just easier. And because the brain retains the ability to embrace improvements throughout our lives, people of all ages have benefited from LearningRx brain training.



Victims of Brain Injuries:

Our programs target and train the kinds of cognitive weaknesses commonly experienced by victims of brain injuries: memory, attention, processing speed, logic & reasoning, and more.



After Elizabeth, a lawyer, went through chemotherapy, she found herself struggling to process information as quickly as she once had. The cognitive assessment she took at LearningRx revealed that her poorest performing skills included executive processing, logic & reasoning, and long-term memory.

After completing brain training, Elizabeth saw dramatic improvement in all of her cognitive skills, but particularly in the weaker skills that were making life harder than it needed to be.

Elizabeth says, "Words would not do justice to describe the incredible gains I made through the training program at LearningRx. With the help of my incredibly patient trainer, Kelsey, I was able to improve my processing speed, memory, and overall cognitive functioning in ways I thought were impossible. My post-training test results were absolutely astounding. The program has changed the way I approach everything in my life. I am delighted with the results and would recommend LearningRx for anybody."

*This is a real testimonial by a LearningRx client. You may or may not achieve similar results. To learn more about our research and results on thousands of LearningRx clients, visit: www.learningrx.com/results

Brain Training: Not Just for Kids

An increasing number of adults are recognizing brain training as a key to better cognitive performance in every area of life.

A good example is Jason, a 23-year-old mechanic who felt that he was being held back in life by poor memory skills.

Jason enrolled at LearningRx around the same time that he started a new job with a different auto dealership. "I noticed an immediate difference in my ability to learn the new procedures," he says. "My job is very procedure based, so being able to remember information and know that it's the right answer is huge."

All of Jason's cognitive skills were measured immediately before and after his brain training program, and his largest improvements were made in short-term memory and auditory processing. In short-term memory alone, Jason jumped from the 35th percentile to the 77th.*

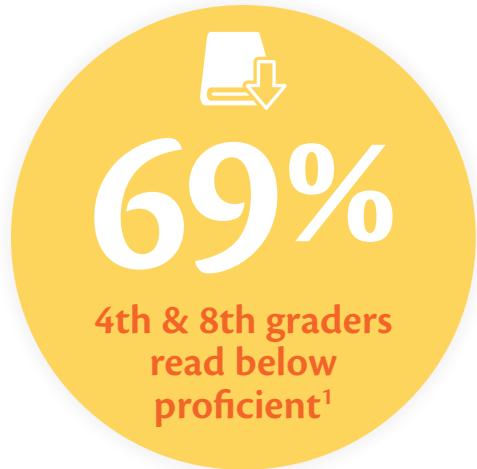
Is Jason happy with the results? You bet he is! "I tell everybody I meet about LearningRx," he says. "It's indescribable! It really is!"



Reading Success Unlocked

How cognitive training is different from most available reading programs

For the child who cannot read well, the world is a challenging place. Many times, challenges are good, and can be instrumental in building character. But in the case of a poor reader, the challenge to understand information, keep up with peers, or succeed in school is more likely to produce frustration, withdrawal, and failure. It doesn't have to be that way. There are keys to good reading that can be strengthened in every child.



Reading programs are numerous and diverse. There are speed reading courses, computer-assisted reading systems, and memory reading plans. There are phonics games, whole word reading methods, traditional classroom and tutor-based reading curricula. Each of these reading systems presume that students already have basic cognitive skills in place to process sounds and associate them correctly with letters and concepts. This presumption continues to be a source of heartache for many teachers, parents, and students searching for reading solutions.

Successful Reading Starts with Core Brain Skills

Many reading programs can produce some level of reading progress for students who possess underlying cognitive skills, but for those with weaker foundations, the wide variety of reading programs can become a trap.

Every year, parents and schools spend thousands of dollars on programs which have little chance of significantly helping students with weak skills. Here's why they fail. Fluent reading is the by-product of strong cognitive skills, particularly the

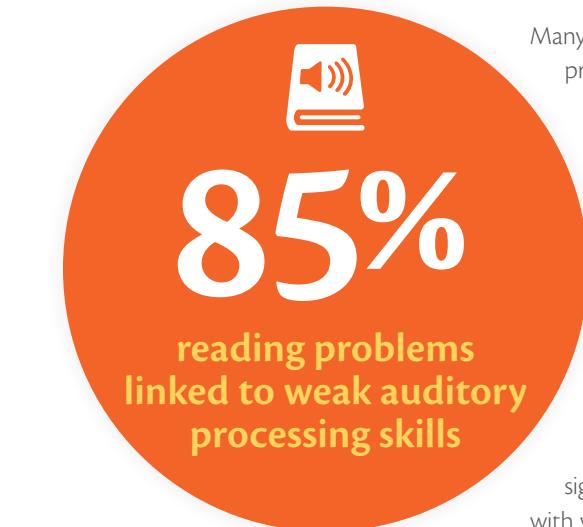
cognitive skill of auditory processing. To be successful, reading programs must start at this foundational level, build stronger cognitive skills, and then put these strengthened abilities to proper use. The mainstream research on reading programs and reading success agrees that a solid foundation in cognitive skills is the single most important component missing in most struggling readers.

Studies show that 85% of struggling readers have significant weaknesses in auditory processing, particularly phonemic awareness. Therefore, reading programs that start by strengthening underlying cognitive skills hold the key to long-term reading achievement.

Cognitive Skills Training at LearningRx

At LearningRx, our reading programs identify and strengthen the weak skills at the root of most reading struggles. We start with a comprehensive cognitive assessment to identify the core weaknesses, and then we structure an effective, one-on-one training strategy to strengthen those skills, laying the foundation for a lifetime of reading success.

As a result of decades of research and studies, LearningRx has developed several proprietary training programs that strengthen auditory processing, visual processing, attention skills, memory skills,





processing speed, logic & reasoning and comprehension. These are not traditional reading instruction or remedial tutoring programs. Instead, LearningRx brain trainers work one-on-one with students, taking them through a customized series of fun, challenging mental exercises that target and strengthen weak skills. In fact, before-and-after testing shows that our clients gain an average of 3.6 skill years in auditory processing, one of the most critical skills for successful reading. And, for most of our clients, the time it takes to get these improvements is 24-32 weeks, meaning there isn't an ongoing commitment year after year.

According to Diane McGuinness, Ph.D., "Everyone, it turns out, can be taught to read unless they have such deficient mental and/or linguistic skills, they can't carry on a normal conversation." If your child is struggling to read (or comprehend what's just been read), cognitive-based reading programs like LearningRx's ReadRx, LiftOff, and ComprehendRx might be exactly what he or she needs to succeed.

¹ Perie, M., Grigg, W., and Donahue, P. (2005). *The Nation's Report Card: Reading 2005 (NCES 2006-451)*. U.S. Department of Education, National Center for Education Statistics. Washington, DC

Elle Learned to Read and Discovered a World of Meaning and Possibility



As early as kindergarten, Elle struggled with reading and homework. School testing revealed she possessed a high IQ, but her low academic performance indicated a learning disability. Despite special education and tutoring, Elle continued to fall behind.

When Elle came to LearningRx, a Cognitive Skills Assessment showed that while many of her skills were strong, two skills critical for reading—auditory processing and short-term memory—were weak.

After completing training

with a LearningRx brain trainer, Elle experienced dramatic gains in both auditory processing and short-term memory! She also saw huge improvements in long-term memory, visual processing, logic & reasoning, executive processing, and word attack (another critical skill for successful reading*).

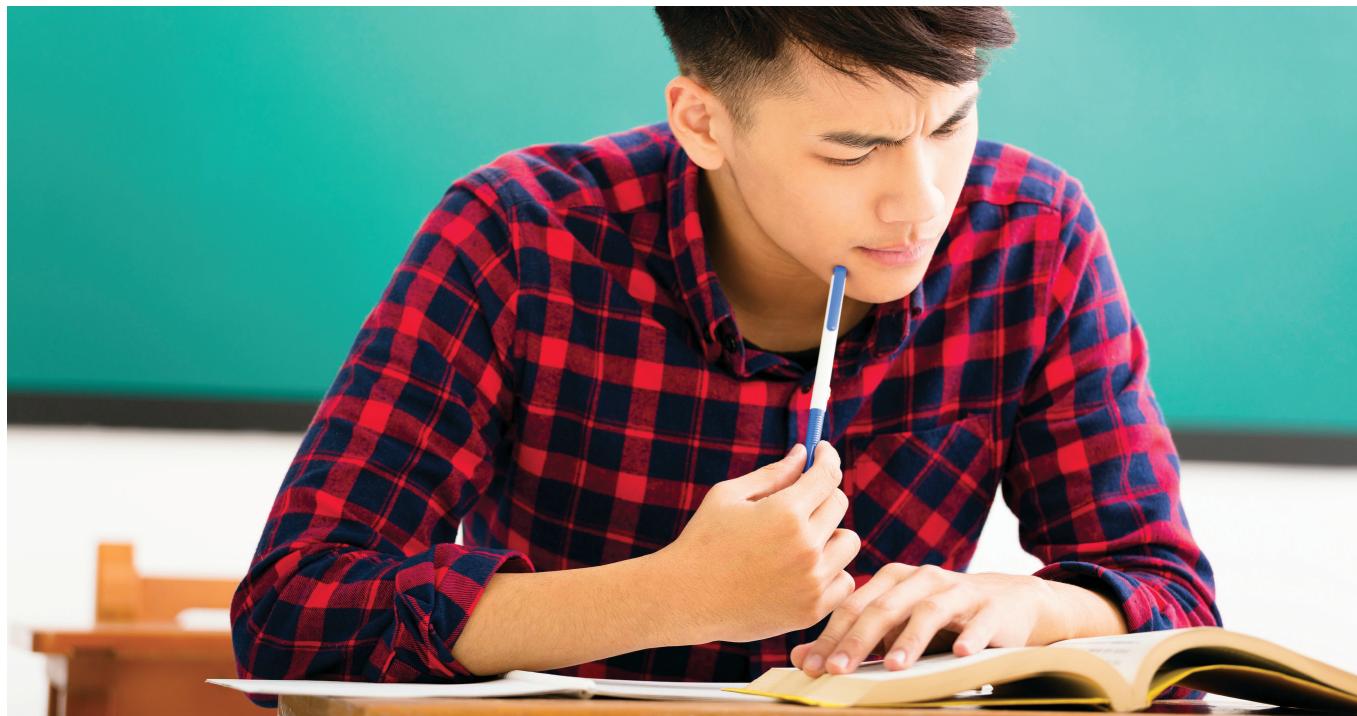
Elle's mother, Renee, says that their experience at LearningRx has left her daughter motivated and equipped to love reading, work hard, and celebrate her achievements along the way.

Renee adds, "It's amazing to see how much LearningRx has improved her life. We are excited to see Elle's future unfold!"

"It's amazing to see how much LearningRx has improved her life. We are excited to see Elle's future unfold!"

—Elle's mom, Renee

*This is a real testimonial by a LearningRx client. You may or may not achieve similar results. To learn more about our research and results on thousands of LearningRx clients, visit: www.learningrx.com/results



What you need to know about the impact of LearningRx brain training on past clients with:

ADHD and Attention Issues

Attention is a skill that can be trained.

While we do not diagnose or treat ADHD, our programs have improved the cognitive performance of clients with many diagnoses, including ADHD.

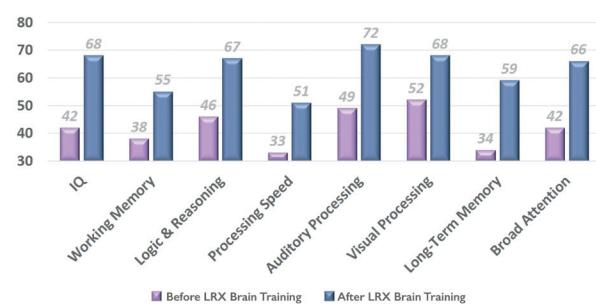
Over a six-year period, 5,416 children and adults came to LearningRx with the diagnosis of ADHD. We measured the cognitive skills of these clients before and after brain training.

Here's what we learned:

- Among 5,416 clients who came to us with ADHD, the mean age was 12 years, and the largest gains were seen in IQ scores, auditory processing, long-term memory, and broad attention.
- Broad attention skills improved an average of 24 percentile points following LearningRx brain training.
- IQ scores improved by an average of 15 standard points after LearningRx brain training.

Cognitive Improvements Among LearningRx Clients with ADHD*

(Shown in Percentiles)



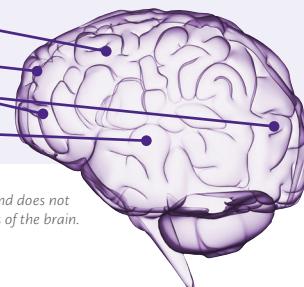
Train These Key Skills to Improve Attention

Short-Term Memory

Attention Skills

Executive Function

Processing Speed



Skill location only for illustrative purposes, and does not indicate skills are necessarily in those regions of the brain.

*Based on past LearningRx clients. You may or may not achieve similar results. To learn more about our research and results on thousands of LearningRx clients, visit: www.learningrx.com/results.

Learning (and Life!) Is Easier After LearningRx



From kindergarten on, Kilian struggled with academic and behavioral challenges. He missed assignments, was unmotivated, unfocused, and disorganized. His parents and teachers were convinced he was not living up to his potential.

As Kilian began high school, the struggles intensified.

When he came to LearningRx, a Cognitive Skills Assessment revealed exactly why Kilian was struggling. While his long-term memory skills were excellent, and his visual processing and auditory processing skills were very good, other key skills—including short-term

memory and processing speed—were weak.

After completing training with a LearningRx brain trainer, Kilian improved in every skill (even his strong skills improved!). Even better news was the fact that Kilian's greatest gains were seen in executive processing speed and

short-term memory, which had been his weakest skills prior to training.*

As you can imagine, the improvements made a world of difference for this young man. Suddenly learning isn't frustrating anymore!



It's heartbreaking for any parent to watch a child struggle in school. For Leighton's mom, it was downright scary. This is because Anne, as a high school counselor, knows all too well where learning struggles can lead. "After years of frustration, I see many kids disengage. They stop caring. Many turn to self-destructive behaviors," she says. "I didn't want that to happen to my son."

Leighton was having a hard time focusing. His mother recalls, "He'd literally pull his hair out in frustration as he sat at the kitchen table feeling hopeless and saying, 'I hate school!'"

When a colleague told Anne that LearningRx had made a difference for her family, Anne was immediately intrigued. "The scientific foundation of the LearningRx programs made sense to me. It made sense that I could tutor him all day long, but unless he had the skills to learn, it wasn't going to work."

After six months of brain training at LearningRx, the difference was evident to everyone. Leighton's confidence soared. His behavior issues faded, too. "And homework is no longer a battle," Anne reports. "He'll sometimes even get started on the bus ride home!"*

*This is a real testimonial by a LearningRx client. You may or may not achieve similar results. To learn more about our research and results on thousands of LearningRx clients, visit: www.learningrx.com/results

Answers to Parents' Most Common Questions

How do cognitive skills impact learning in class or at home?

When we learn, incoming information is grasped and processed through seven core brain skills. Like cogwheels in a machine, these skills work together to move information into the stored knowledge we need to succeed in school, work, and life. But even one weak skill can keep the brain from grasping or retaining incoming information, no matter how many times that information is explained by teachers, tutors, or family.

Can weak cognitive skills be outgrown?

Typically, weak cognitive skills do not get stronger simply with age, which is why children who struggle often grow into adults who struggle. And while good schools, teachers, and tutors may excel at delivering information, their roles are not designed to provide the kind of one-on-one cognitive training that targets and strengthens weak skills.

How do I know if my child needs tutoring or brain training?

Have you ever explained something a second time to your child and he still didn't "get it"? If your child is struggling to grasp information even when it is explained a second time, hiring a tutor to redeliver that information yet again isn't the solution. Instead, change your child's ability to grasp and process information the first time it's presented!

How do your programs work?

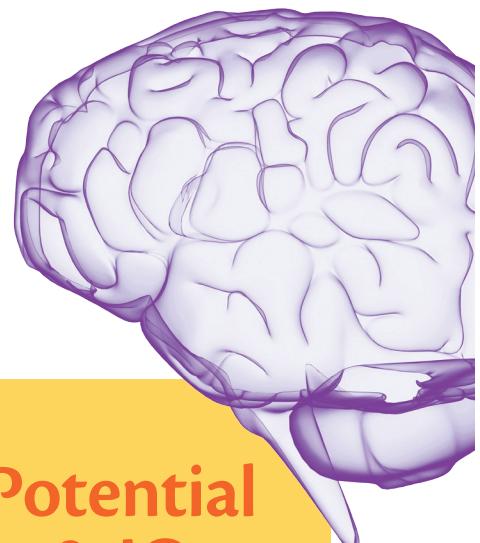
At LearningRx, our research-based programs consist of customized mental exercises, done one-on-one with a personal brain trainer over 12 to 32 weeks. The "personal training" aspect of what we do is the key to our life changing results.

Can digital brain games help?

Digital brain games are great for staying sharp or seeing small gains. But for life changing improvements, you need something more. Just as people who are serious about changing their bodies understand the value of hiring a personal trainer, people who are serious about changing their brains understand the value of hiring a personal brain trainer.

Is brain training just for students?

No. Our clients include children and adults of all ages, including career and senior adults who understand the value of staying sharp at every stage of life. We have also worked with adults struggling with attention and memory issues, as well cognitive weaknesses associated with concussions and brain injuries.



Potential & IQ

LearningRx Brain Training Raises IQ Scores by an Average of 15 Points

Cognitive skills and IQ are not set in stone—they can be improved!

Over a six-year period, 17,998 children, teens, and adults came to LearningRx for help. We measured the cognitive skills of every client both before and after brain training.

What we discovered is that these clients of all ages experienced an average gain of 15 standard points in IQ scores following brain training.

Does your child show the warning signs of a cognitive skills weakness?

**START
HERE**

Rank each statement. Compared to kids the same age and gender, this behavior occurs _____ in my son/daughter.

- 0) less often OR doesn't apply 2) slightly more
to the age of this person 3) considerably more
1) at about the same frequency 4) significantly more

Please put your response in the circle: ③

1. Distracted by other activities.....
2. Reading is slow.....
3. Poor reading comprehension.....
4. Often asks to have things repeated
5. Poor sense of direction or reading maps.....
6. Difficulty understanding stories or jokes.....
7. Has difficulty maintaining attention.....
8. Slow, deliberate speech.....
9. Makes spelling errors in written assignments.....
10. Has difficulty remembering telephone numbers.....
11. Jigsaw puzzles are difficult or avoided.....
12. Poor at or avoids games like chess and checkers.....
13. Has difficulty organizing activities.....
14. Writing assignments take a long time.....
15. Has difficulty sounding out unknown words.....
16. Needs to look multiple times when copying
17. Misreads similar words.....
18. Takes a while to catch on to new things.....
19. Has difficulty doing two things at once.....
20. Takes a long time to complete tasks.....
21. Oral reading is slow or choppy.....
22. Difficulty following verbal directions.....
23. Poor at or dislikes drawing.....
24. Doesn't like card games
25. Is impulsive.....
26. Avoids or has difficulty with video games
27. Needs words repeated when taking spelling tests.....
28. Has difficulty recalling stories and jokes.....
29. Has difficulty with word math problems.....
30. Has problems seeing the big picture.....

TOTAL EACH COLUMN



Answer these 30 questions for your child and gain invaluable insights into his or her cognitive strengths and weaknesses!

PARENTAL NOTE: This is just an observational survey. The only way to know the extent to which weak cognitive skills are holding your child back is to have his or her skills professionally tested. To schedule a comprehensive Cognitive Skills Assessment, call your area LearningRx Center.

www.learningrx.com

Understanding the Scores

Total each column at the bottom. These represent an indicator score for six essential cognitive skill areas: Attention (AT), Processing Speed (PS), Auditory Processing (AP), Memory (ME), Visual Processing (VP), and Logic & Reasoning (LR)

A SCORE OF:

6 or below suggests normal range in that skill set

7–9 suggests a possible weakness in those skills

10 or 11 suggests a likely weakness

12 or above suggests a significant weakness

Real-Life Stories

LearningRx



Kim has always been competitive.

Yet, school was one arena where she just couldn't win. Reading was difficult. Tests intimidated her. She just couldn't keep up.

As she entered high school, Kim and her parents knew something had to change. "High school is more demanding," her mother, Linda, says. "Plus Kim needed to do more with her life than just go to school and study."

After completing LearningRx, Kim feels like she's at the top of her

game. She has more focus, is more confident in the classroom, and has trimmed her homework time.*

The energetic 17-year-old is the first to acknowledge the change: "Homework doesn't take hours to do anymore, and I'm not stressing about it!"

Best of all, Kim has more time in her life now for what she loves best: diving.

"Kim has always been a good diver, but now she's taken it to the next level," Linda beams. "After her training at LearningRx, we've seen her soar."

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If your child is struggling, find out why!

LearningRx

Call LearningRx today and

SAVE \$50

on a Cognitive Skills Assessment

The first step is to schedule a Cognitive Skills Assessment. We can help, but not until you give us a call!

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