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PRESS RELEASE

Learn to Control Your Brainwaves - with New Brainwave Entrainment Site

New non-profit website shows how to use the power of brainwaves to change your life!

London, August 22nd 2011: "Special sounds can influence your brainwave patterns, and change the way you feel" - that's the claim of a new website, launched today, which helps to teach web users about the science of 'brainwave entrainment.'

Brainwave entrainment is the process of using specialized sounds to influence your brainwave patterns, to help change the way you feel. For example, you can use certain types of audio to help you become more focused, to relax more, or to help you fall asleep.

Today marks the launch of Brainwave College, a non-profit website dedicated to teaching the science behind brainwave entrainment to regular users.

"Brainwave entrainment is an amazing area of science," commented site manager Justin Hammond at the launch. "Most people don't realize that they can change their state of mind, just by slipping on a pair of headphones. But you can!"

The new site explains precisely what brainwaves are, why they're important, what 'brainwave entrainment' is, and how individuals can use it to positively influence their lives. It includes text, imagery, and supporting videos.

"This isn't new, or simply a passing fad," added Hammond. "The science of brainwave entrainment has been around for over 150 years, and research in the past half-century has been outstanding. Today, with modern technology, individuals can use powerful MP3 audio sessions to change how they feel - all just by hitting play on their iPod!"

Over the past 50 years, brainwave entrainment has been used for reducing chronic pain, minimizing ADD symptoms, increasing IQ levels and lessening the need for anesthetic during operations.

Home users typically use the technology to help promote relaxation, enhance creativity, improve thinking speed, release stress, and encourage sleep. In addition to being an educational resource, the Brainwave College website also offers two downloadable MP3 samples of brainwave entrainment sessions.

"Brainwave entrainment is experiential," concluded Hammond. "You really have to try it out for yourself to understand how powerful it really is. The site offers free sample sessions so you can do just that."

The Brainwave College website launched today, and can be found online at www.brainwavecollege.com. All content on the site is free.

The site was sponsored by Inspire3, the producers of the Brain Evolution System (www.gobrainev.com) and the Brain Salon (www.brainsalon.com).

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