



MEDIA ADVISORY

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**AAPB Conference
Booth #5**

**“STRESSERASER” TO BE SHOWCASED AT PSYCHOPHYSIOLOGY
CONFERENCE**

APRIL 5, 2006 – PORTLAND, ORE. – Helicor, Inc. will exhibit its StressEraser handheld medical device at the 37th annual meeting of the Association for Applied Psychophysiology and Biofeedback. The conference will be held at the Hilton Portland & Executive Tower from April 6-9.

The AAPB Annual Meeting is the focal point for applied psychophysiology and biofeedback clinical and research activities. By bringing professionals from around the world together in an open exchange of the newest technical information, the meeting provides the highest standard in professional communication. To be part of the meeting is to be in the center and on the cutting edge of progress in research and applications in biofeedback and applied psychophysiology.

Frederick Muench, Ph.D., Helicor’s Director of Clinical Research, will present a paper entitled “The StressEraser: Overview and Pilot Study Findings.” Dr. Muench’s presentation is scheduled for Saturday April 8, from 12:00 noon to 1:00pm.

The StressEraser is a handheld medical device designed to calm the mind and relax the body anytime, anywhere. The StressEraser can be used to quiet the mind before sleeping, rapidly relieve intense stress, and even to stay calm during highly stressful situations.

From beat to beat, your heart rate reflects the activity of your stimulating and pacifying nerves. The StressEraser displays these tiny changes as a wave. By watching your wave characteristics in realtime, you learn to adjust your breathing and mental focus. This decreases the activity of the stimulating nerves (thereby decreasing stress) and increases the activity of the pacifying nerves (thereby increasing relaxation).

The StressEraser was first demonstrated at the annual meeting of the American Psychological Association in August 2005. First customer shipments began in October 2005. The StressEraser is classified by the FDA as a Class II (510(k) exempt) medical device.

The StressEraser is available for \$299, with a 60-day risk-free trial, from the StressEraser web site at <http://stresseraser.com>. Discounts will be available at the show for AAPB attendees. The StressEraser is currently available to U.S. residents only. Patents are pending.

Helicor’s corporate headquarters is located at 156 Fifth Avenue, Suite 1218, New York, NY

10010. Phone: 212-255-5991; Fax: 212-255-5994. Email: info@stresseraser.com. Web: <http://stresseraser.com>. Interviews and photographs are available by request.

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