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PRESS RELEASE

NeuroTrax Corporation Appoints Robert Pepper as Chief Executive Officer

Global Healthcare Veteran will Lead International Expansion, Accelerate Market Presence and Launch Innovative Brain Fitness Solutions

MODI'IN, Israel and WASHINGTON, D.C., November 13, 2013 – NeuroTrax, a pioneer and leader in the emerging neuroscience brain health assessment industry, has appointed Robert Pepper, of Washington, D.C., as Chief Executive Officer. Pepper has served on NeuroTrax's Board of Directors since 2008 and, in this new role, will assume responsibility for all business operations worldwide.

Starting this month, Pepper will drive NeuroTrax's growth and position the company and its products to capitalize on the rapidly expanding brain fitness industry, which, according to market research firm SharpBrains, has grown to over \$1 billion globally and could reach \$4 billion to \$8 billion by 2020.¹

Pepper has a proven track record of success and executive leadership experience with a range of emerging technology and healthcare companies, including start-ups, publicly-held companies, and global conglomerates. He was most recently with Contact Solutions, a leading SaaS customer self-service solutions provider, where, during his leadership, the company significantly increased its market share and grew into one of the largest cloud-based customer self-service providers in the U.S. Pepper also served as a healthcare executive for Philips Healthcare, VISICU, SoftMed Systems (acquired by 3M Health Information Systems) and VeriSign. He holds a Bachelor of Arts in business administration from the University of Maryland and an MBA from Babson College, Wellesley, MA. Pepper has received numerous industry awards; most recently, he was named as a top executive by Washington SmartCEO Magazine.

"The time is right for NeuroTrax to transition its leadership and market expansion plans to a seasoned healthcare executive with proven experience in leading high-tech companies and driving market growth," said NeuroTrax Director and Founder Ely Simon, M.D. "Rob has all the right experience and talent to lead NeuroTrax's innovative science-based brain fitness offering to the multi-billion dollar global marketplace. I am delighted with Rob Pepper's selection to lead the charge and I fully support his leadership and vision. I am pleased to take a new leadership role as NeuroTrax's Chief Medical and Science Officer, with responsibility for all product innovations, development and evidence-based research."

ABOUT NEUROTRAX

NeuroTrax™ is strongly committed to brain health™ and wellness. The company is dedicated to high scientific standards, with over 70 peer-reviewed publications and research involving over 28,000 participants. Since 2000, the company has leveraged PC, internet and mobile technologies to perfect computerized scientific tests of brain health. To learn more, please visit the company online at www.neurotrax.com.

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¹ <http://sharpbrains.com/z/list-of-figures/>