

\$1 MILLION GLOBAL B.R.A.I.N. PRIZE

ANNOUNCED BY ISRAEL BRAIN TECHNOLOGIES

Award Will Recognize a Breakthrough Achievement in Brain Technology That Will Change Lives

Ramat Hasharon, Israel – Israel Brain Technologies (IBT) has launched a \$1m Global **B.R.A.I.N.** Prize (**B**reakthrough **R**esearch **A**nd **I**nnovation in **N**eurotechnology). The prize will be awarded to an individual or team throughout the world who can demonstrate an extraordinary breakthrough in brain technology with global implications.

The B.R.A.I.N. Prize aims at engaging the best and brightest minds across the planet to spark a new wave of neurotechnology innovation. Prize winners could, for example, help treat neurological disorders like Alzheimer's, Parkinson's, depression, PTSD or even sports-related brain trauma. Or they could create the next cutting-edge brain-inspired technology that will alter our day-to-day lives.

The international judging committee will be composed of distinguished leaders in neuroscience, technology and business, including Nobel Laureates.

"The B.R.A.I.N. Prize will bring together the best minds across geographic boundaries to create the next generation of brain-related innovation, from Brain Machine Interface to Brain Inspired Computing to urgently-needed solutions for brain disease," says Dr. Rafi Gidron, Founder and Chairman of IBT. "It's a global brain-gain. Our aim is to open minds...quite literally."

"We invite innovators around the world to enter the B.R.A.I.N. Prize competition, so we can tackle some of the most exciting challenges facing our planet," said IBT Executive Director Miri Polachek. "Our aim is to bring Israeli technology to the world, and the world to Israeli technology. We want to turn the 'Start-up Nation' into the 'Brain Nation.'"

IBT was inspired by the vision of Israeli President Shimon Peres, a leading proponent of brain research and technology.

"There is no doubt that brain research in the next decade will revolutionize our lives and impact such major domains as medicine, education, computing, and the human mind, to name but some," according to President Peres." Moreover, it will not only relieve the suffering of patients of such debilitating diseases as Parkinson's and Alzheimer's, but it will also engender large economic rewards as well."

The Prize will be awarded at IBT's Global Brain Technology Conference in 2013. Candidates have already begun submitting applications to vie for the million dollar prize. Interested contestants can visit www.IsraelBrain.org to receive more information and to apply online.

About Israel Brain Technologies

Israel Brain Technologies (IBT), a non-profit organization, has embarked upon a mission to advance Israel's neurotechnology industry and establish the country as an epicenter of global brain technology and related research.

Inspired by the vision of Israeli President Shimon Peres, IBT promotes multi-disciplinary research and development projects in Israel and collaboration between the Israeli brain ecosystem and the global community of researchers and innovators.

IBT is led by a team of technology entrepreneurs and life-science professionals, and is advised by a panel of renowned academic, industry and public sector representatives including two Nobel Prize Laureates.