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PRESS RELEASE

Stressed-Out Christmas Shoppers Use “Brainwave” CDs to Chill Out

Festive consumers use unconventional method of relaxing before Christmas period

London, December 15th 2008: As the stresses of “Christmas cheer” begin to hit individuals across the globe, many are turning to a slightly more unconventional method of relaxing - using specialized “brainwave meditation” CDs.

During the first two weeks of December, sales of an audio CD series designed to relax your mind have quadrupled – with consumers specifically looking to release the tensions and stresses of the festive season.

The “Brain Evolution System” is a 6-CD program that uses specialized sounds to influence brainwaves – bringing about a deep sense of peace and relaxation.

The program also boasts additional side-benefits, such as increased thinking speed, enhanced creativity, heightened energy levels, and memory improvement.

“Our brainwave patterns determine how stressed we are,” commented program co-creator, Lee Benson. “By changing our brainwaves, we can enjoy greater relaxation and rejuvenation – and really begin to enjoy the season!”

The brainwave meditation CDs are based on over 150 years of industry research, and were developed by brainwave entrainment pioneer Michael Kelley.

The Brain Evolution System was originally launched early 2006, and currently enjoys over 14,000 users worldwide. Among its many supporters are personal development leaders such as Mark Joyner (Simpleology.com), David Riklan (SelfGrowth.com) and Bradley Thompson (SelfHelpStreet.com).

Star of *The Meta Secret* (MetaSecret.com), Karl Moore (KarlMoore.com), is an avid fan of the program, commenting: "Every 30-minute session is a new experience. I finish every sitting feeling fantastic. It's like a two week vacation in a box. Ideal for the Christmas season!"

Another user, Bob Bly (Bly.com), author of over 65 best-selling books, said: "The first time I listened to this program, it immediately placed me into a calmer, more peaceful, more contemplative mood. The sounds on the CD immediately enabled me to take a step back from the frantic pace of my day."

The entire 6-level program is currently available as a 21-day trial, and each purchase comes with its own 7-month, no-questions-asked guarantee.

In addition, the official website is currently offering two month's supply of its mind-sharpening supplement, Acuity, when ordering.

**To learn more about the Brain Evolution System, visit <http://www.gobrainev.com/>
Or visit the official research website at <http://www.brainev.com/>**

CONTACTS:

For press queries, please contact support@brainev.com.

For press images, visit <http://www.inspire3.com/press/christmas/>

For a 6-minute video introduction to the Brain Evolution System program, visit <http://support.brainev.com/introductory-video>

For the main Brain Evolution System research site, including a free 15-minute demo of the system, visit <http://www.brainev.com/research-benefits/>