



News Release

Tannenbaum Helpern's longstanding client Brain Balance recognized as one of the "5 hot franchises" on CNNMoney

New York, NY, February 26, 2013 — Tannenbaum Helpern is proud to congratulate [Brain Balance](#), a long-term client of the firm, for being recognized on CNNMoney as a hot franchise in its February 12th article entitled "[5 hot franchises](#)".

Founded in 1998, Brain Balance offers a non-pharmaceutical program designed to help children with behavior challenges. Its proprietary program, the Brain Balance Program® is an individualized and comprehensive approach that integrates physical and cognitive exercises with dietary change to correct a fundamental imbalance between the two hemispheres of the brain. The Brain Balance Program® has proven successful for children with ADHD, Learning Disabilities, Processing Disorders, Dyslexia, Asperger's and High Functioning Autism. In 2006, the Company decided to expand the Brain Balance Program® nationally through a franchise system and approached Tannenbaum Helpern to design and draft its franchise program.

"The legal guidance we received in launching the franchise program and the continued legal support have been instrumental in the success and continual growth of Brain Balance," stated **William Fowler**, CEO of Brain Balance Centers and Co-Founder.

In just six years since the inception of its franchise program, the company has opened 61 franchised Brain Balance Center locations in 27 US states and plans to open 20 new locations this year.

"We're thrilled for Brain Balance in achieving this recognition," said **Joel A. Klarreich**, Co-chair of Tannenbaum Helpern's Franchise Department and Chair of the firm's Corporate & Staffing Industry Group. "It's rewarding to witness a client's success and to know that you play a role."

[About Tannenbaum Helpern Syracuse & Hirschtritt LLP](#)

Since 1978, Tannenbaum Helpern Syracuse & Hirschtritt LLP has combined a powerful mix of insight, creativity, industry knowledge, senior talent and transaction expertise to successfully guide clients through periods of challenge and opportunity. Our mission is to deliver the highest quality legal services in a practical and efficient manner, bringing to bear the judgment, common sense and expertise of well trained, business minded lawyers. Through our commitment to service and successful results, Tannenbaum Helpern continues to earn the loyalty of our clients and a reputation for excellence. For more information, visit www.thsh.com or follow us on Twitter: [@THSHLAW](#).

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