



Media contact: Gabriella "Gaby" Boehmer
(831) 338-8710 or gboehmer@heartmath.com

**HeartMath® to demonstrate exciting new technology —
emWave™ Personal Stress Reliever™ —
at the American Psychological Association convention**

One month ago HeartMath® LLC introduced an exciting new lifestyle technology developed by Quantum Intech called ***emWave™ Personal Stress Reliever™*** (www.emwave.com) that helps people transform emotional stress into creative energy. *emWave* is an entertaining mobile handheld device the size of a cell phone. At only 2.2 ounces, it puts the functionality of large computer feedback devices into the palm of your hand. HeartMath will introduce and demonstrate *emWave Personal Stress Reliever* at the American Psychological Association annual convention August 10 – 13, 2006.

Several thousand psychologists are now using HeartMath's scientifically validated solutions with their patients. In HeartMath's latest book, *Transforming Anxiety* (New Harbinger, 2006), Lilli Friedland, Ph.D., ABPP, member of the Council of Representatives of the American Psychological Association, says: "HeartMath offers individuals of all ages effective strategies to cope with the increasing stress and anxiety of everyday life, and therefore the opportunity to make wiser, less emotionally-charged decisions for themselves."

emWave empowers people to reduce stress – such as anger, frustration, worry, and anxiety – in real-time. With just a little practice people can quickly begin to experience less stress, better health, more energy, and improved mental and emotional clarity.

"We're receiving inspiring stories from people who are finding numerous applications for *emWave*," says psychologist Deborah Rozman, Ph.D., President of Quantum Intech. "People are using *emWave* before sensitive communications and it's making a positive impact on their relationships. Health practitioners have reported using *emWave* to monitor their stress so they don't get short-tempered with patients and co-workers. Others are using it during their daily commutes to relieve frustration from the rush hour crawl and on long flights to relieve anxiety. Another common theme we're seeing is the use of *emWave* at work to deal with heavy meeting schedules, tight deadlines, and intense workloads, which would otherwise cause stress, and as an effective way to re-energize throughout the day."

HeartMath will be giving American Psychological Association convention attendees a chance to try out *emWave Personal Stress Reliever*. There will also be a show special and free give-aways. The HeartMath booth will be located in the Ernest N. Morial Convention Center in exhibit halls E and F at booth # 720.

HeartMath's scientifically-validated stress solutions are helping hundreds of thousands of people in more than 50 countries improve health, performance, and quality of life. Howard Martin, Executive Vice President of HeartMath LLC, added, "We're very excited by the overwhelmingly positive response to this new product. In our recent survey, *emWave* customers reported that the portability of *emWave* along with the HeartMath brand played a significant role in their buying decision."

HeartMath's research has been published in numerous peer-reviewed journals such as *American Journal of Cardiology*, *Stress Medicine*, *Preventive Cardiology*, *Journal of the American College of Cardiology*, *Integrative Physiological and Behavioral Science* and *Alternative Therapies in Health and Medicine*.

Quantum Intech, Inc.

Quantum Intech (www.quantumintech.com) researches, develops, and licenses emotion-interactive technology to reduce stress and anxiety, improve health and wellness, and increase performance. Quantum Intech's award-winning Freeze-Framer[®] technology monitors and provides real-time feedback on coherence levels, a measure of optimal health and well-being, which is also provided in the portable *emWave*. Quantum Intech has the exclusive worldwide licensing rights to intellectual property developed by the nonprofit Institute of HeartMath.

HeartMath[®]

HeartMath LLC (www.heartmath.com), a wholly-owned subsidiary of Quantum Intech, is a cutting-edge performance company providing a range of unique services, products, and technology to improve health and well-being, while dramatically reducing stress and boosting performance and productivity. For more than 15 years HeartMath clinical studies have demonstrated the critical link between emotions, heart function, and cognitive performance. HeartMath's compelling solutions for stress relief have been published in numerous peer-reviewed journals. HeartMath's organizational clients include NASA, BP, Duke University Health System, Kaiser Permanente, Stanford Business School, Unilever, and Cisco Systems, as well as dozens of school systems and thousands of health professionals in the US, Australia, and Europe.

Editor's note: *emWave Personal Stress Reliever* high resolution photo is on file with BusinessWire or contact Gabriella "Gaby" Boehmer at gboehmer@heartmath.com or call (831) 338-8710.