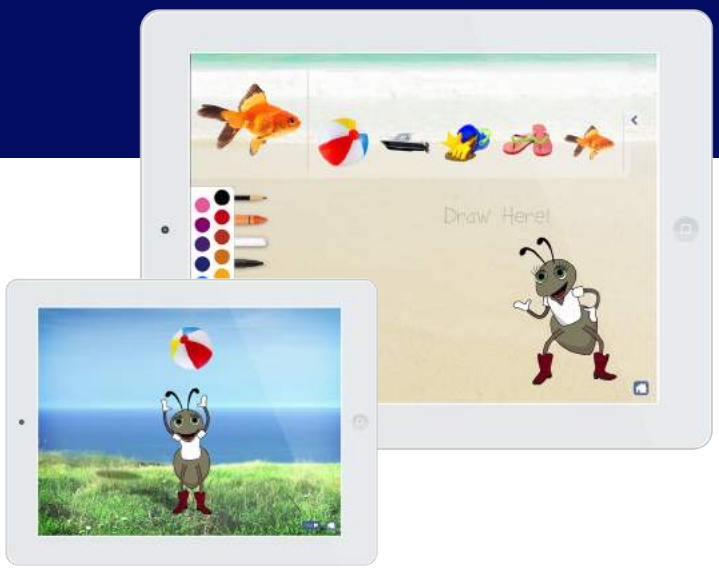
The Catherine Mayer FOUNDATION | L.A.U.G.H. Let Art Unleash Great Happiness®



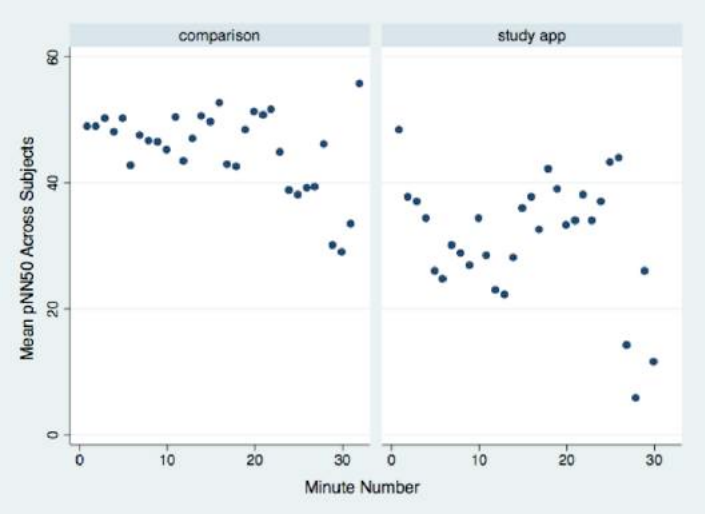
The L.A.U.G.H. App has been developed as a result of the ongoing successes combining the visual arts, music and movement. ***This multi-sensory approach creates positive energies and aligns the user's focus and concentration through significant cognitive engagement*** – with audiences that can range from children to adults.

We call the L.A.U.G.H. App the "Un-App App®" because we are embracing the new generations' use of technology and learning but carefully orchestrating the use of images, colors, sounds and music ***to create these evidence-based results***.

The L.A.U.G.H. App has just completed "evidence-based" testing with ***Seattle Children's Hospital***, working with internationally recognized Dr. Dimitri Christakis and his research team.

The research group consisted of children ages 7-13. Half the group used the L.A.U.G.H. App and the other group chose an app of their choice from a typical selection for their age.

Mean pNN50* Over Time During App Use: Study App (L.A.U.G.H.) vs. Comparison



*the percent of beat-to-beat intervals >50 milliseconds different than the one immediately previous

> *"The L.A.U.G.H.® App is distinguished from virtually all existing health apps*
>
> – Dimitri A. Christakis MD MPH, Director, Center for Child Health, Behavior, & Development.

Key Findings:

- Children showed physiological signs of ***more intense focus*** and ***concentration*** while using the L.A.U.G.H. App than while playing with typical iPad® games.
- On physiological tests, ***children showed greater cognitive engagement*** while using the L.A.U.G.H. App than while playing with typical iPad® games.
- During the App use, ***heart rate variability was lower*** for those using the L.A.U.G.H. App compared to those playing other games – lower heart rate variability can be ***a sign of increased focus or concentration***, as when students are taking a test.