



FOR IMMEDIATE RELEASE

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MEDIA CONTACT:

Gautier Lemyze-Young
gautier@vaneperen.com
301-836-1516 ext. 8

AnthroTronix and Cambridge Cognition Announce Distribution Agreement for Mobile Medical App

Silver Spring, Md. – [AnthroTronix](#) and [Cambridge Cognition Holdings PLC](#) (Cambridge, UK – LSE: COG), have signed a distribution agreement to sell DANA™, AnthroTronix’s FDA-cleared mobile brain health assessment app, to markets in the U.S. and Europe. In the U.S., Cambridge Cognition will distribute DANA for use in academic research, clinical trials, and pharmaceutical development. In the United Kingdom and portions of Europe, DANA will be marketed for use in militaries, academic research, clinical trials, pharmaceutical development, and occupational health screenings.

DANA, which was initially developed for use by the U.S. military to help evaluate the medical status of deployed service members, is a mobile medical app that administers game-like tests to assess a person’s brain/cognitive health within minutes. The app can help track cognitive function over time and during treatment for such conditions as depression, dementia/Alzheimer’s Disease, and Post-Traumatic Stress Disorder. DANA can be used on a phone or tablet and works on both the Android and iOS operating systems.

“Brain health assessment is a fundamental part of an integrated approach to health care,” said [Dr. Cori Lathan, @clathan](#), founder and CEO of AnthroTronix. “With this agreement, DANA has expanded its global reach and further establishes AnthroTronix as a leader in the growing brain and cognitive health assessment and training market, which is expected to surpass \$6 billion worldwide by 2020.”

"Having worked informally with AnthroTronix since 2015 we are confident that DANA fits within our existing point-of-care product portfolio and are excited by the opportunity to commercialize the product through established Cambridge Cognition sales channels to new and existing customers, particularly European militaries and occupational health organizations," said Dr. Steven Powell, CEO of Cambridge Cognition.

Cambridge Cognition is a leading neuroscience technology company delivering near-patient assessment solutions to improve the understanding, diagnosis, and treatment of neurological and psychiatric disorders.

Sales of DANA will begin immediately in the United States. In Europe, sales are slated to begin in the last quarter of 2016.

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[About AnthroTronix](#)

AnthroTronix, an engineering research and development company, produces human-centered technologies that advance health, communication, education, and defense. We develop innovative, research-based technologies that influence change and enhance lives around the world. Our company has been recognized among Inc. Magazine’s “5000 Fastest

Growing Companies" and selected by the World Economic Forum as a Technology Pioneer company. For more information on us, visit www.atinc.com, follow us on Twitter at [@AnthroTronix](https://twitter.com/AnthroTronix), or connect with us on [LinkedIn](#).

About Cambridge Cognition

Cambridge Cognition is a leading neuroscience technology company delivering near-patient assessment solutions to improve the understanding, diagnosis and treatment of neurological and psychiatric disorders.

For over 30 years the Company's innovative CANTAB® technology has advanced the assessment of cognition in global scientific research; clinical trials; and clinical practice, accelerating the development of safe and effective treatments, improving patient outcomes and to helping assess, monitor and manage cognitive health throughout life.

Customers and partners include the world's leading biotechnology and pharmaceutical companies; renowned academic institutions; and public-private healthcare providers.

For further information, visit www.cambridgecognition.com