



FOR IMMEDIATE RELEASE

UBC Students Launch HeadCheck Health - Concussion App Keeping Athletes Safe

- Launch in Conjunction With the Release of *Concussion*, a Movie Raising Awareness of Brain Damage Suffered By Football Players -

VANCOUVER, BC (December 21, 2015) – HeadCheck Health, a Vancouver-based company - founded by University of British Columbia PhD student Harrison Brown and MBA graduate Kerry Costello, has officially launched the first mobile health app that enables athletic trainers and sports doctors to perform concussion assessments on the sidelines of sporting events, including the immediate and accurate measurement of an athlete's balance utilizing patent-pending technology. Currently, 31 Canadian sports teams are using HeadCheck, and sales of the product will begin in February 2016.

Up to 3.8-million cases of sports related head trauma will occur in 2016 in North America. As a result of the increased number of yearly reported sports-related head injuries, concussion prevention and management has become a growing industry. Research has outlined the long-term impact of concussions, and their relationship to CTE (Chronic Traumatic Encephalopathy) - a progressive degenerative disease found in people with a history of repetitive brain trauma. Symptoms of CTE may include memory loss, aggression, confusion, depression, and suicidal tendencies, which generally appear years or many decades after the trauma.

Bennet Omalu was the first to publish findings of CTE in American football players. With concussion awareness at an all time high, the movie *Concussion* is opening in Vancouver on December 25, 2015, with Bennet Omalu as the central character portrayed by Will Smith.

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About HeadCheck Health

The HeadCheck Health app runs baseline and post-injury concussion assessments that tracks athletes' overall concussion health, and provides instant comparisons to past test performances. The mobile app is based off of the gold standard Sport Concussion Assessment Tool 3 (SCAT3). HeadCheck Health measures a number of key identifiers of a concussion – including symptoms, neurocognitive function, and balance. HeadCheck Health's key differentiator from SCAT3 is their patent-pending technology to measure an athlete's balance. The app wirelessly connects to a small, highly responsive sensor held in a lightweight headband. The sensor collects body movement data from the athlete during the balance test, which is then processed using an algorithm to calculate an accurate and reliable balance score. This allows athletic trainers and doctors to make informed sideline decisions, reducing the mismanagement of serious head injuries. The app also collects data that can provide users with an instant comparison to previous test scores, and used as a baseline for future athlete care.

HeadCheck is the most comprehensive, easy to use concussion assessment tool at the most affordable price. For more information on HeadCheck Health visit www.headcheckhealth.com.

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