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FOR IMMEDIATE RELEASE

NEW RESEARCH SHOWS THAT BREAKTHROUGH TECHNOLOGY CAN REDUCE THE EFFECTS OF ELECTROMAGNETIC FIELDS ON HUMAN BRAIN CELLS

SAN FRANCISCO, CA (September 5, 2002) – Clarus Products International (www.clarus.com) announced today that the company's Sympathetic Resonance Technology (SRT) has been the subject of a research study concerning its impact on electromagnetic fields. The results of the research have been published in the *Journal of Complementary and Alternative Medicine: Research on Paradigm Practice and Policy* (published by Mary Ann Liebert Inc.) and indicate that SRT may help protect normal brain cell function in the presence of electromagnetic fields. The study indicated that the QLink, a pendent worn around the neck that contains SRT technology, reduced the effects of active mobile phones on human brain cells. Clarus Products International is currently reviewing OEM possibilities with mobile phone manufacturers.

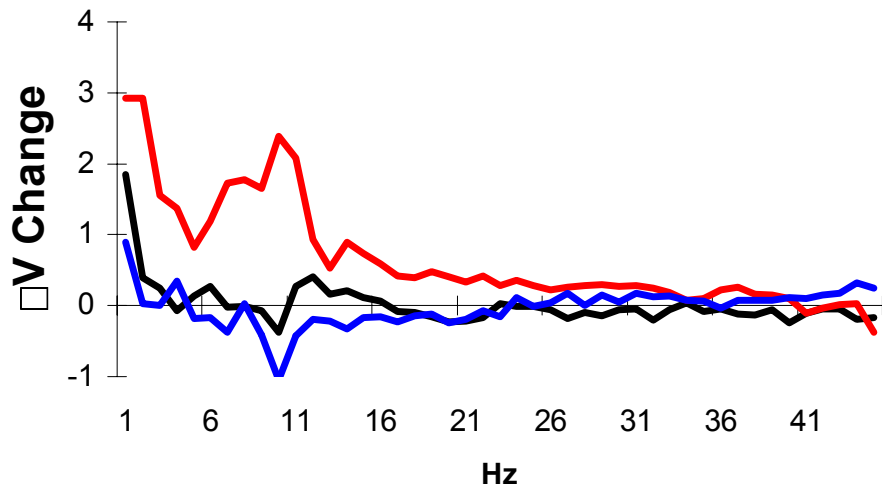
The study monitored the brain waves of twenty-four normal adults and was conducted by Dr. Rodney Croft at the Brain & Behaviour Research Institute at the University of Wollongong, Australia, in collaboration with the Department of Cognitive Neuroscience and Behaviour at Imperial College Medical School, London and the Department of Psychology at Coventry University, England.

"My conclusion from the study is that the QLink does have an effect on human neural function. The lack of difference between the control and QLink conditions suggests that the QLink may be mitigating the mobile phone's effect on human neural function," said Dr. Rodney Croft, leading author of the study.

In the report published today, EEG brainwave changes were measured while people either sat and rested or performed a task to test the concentration levels with a mobile phone switched on either with or without the QLink Ally switched on. Dr. Croft and his researchers found that using the active QLink seemed to keep brain cell function more normal when mobile phones were being used. People exposed to the active mobile phone without using QLink protection showed a fall in

frequency over time, especially at the back of the brain. There was also a tendency for the QLink to reduce mobile phone effects on other brain wave frequencies.

The figure below shows the brain wave frequency changes in one area of the brain (the mid parietal region, where complex visuospatial and language function are processed) when the QLink is worn and the mobile phone is on. The way the EEG looks when there is no mobile phone and no active QLink, is shown by the black line. With the mobile phone on and no QLink it looks like the red line but when an active QLink Ally is used and the mobile phone is on, it looks like the blue line, i.e. almost the same as normal brain function shown in the black line. Although there is much debate as to whether the changes, which are brought about by electromagnetic fields in the human brain, as shown by the red line in the figure, are harmful, Dr. Croft's early research suggests that the QLink acts to keep brain waves normal, thereby diminishing the effects of the mobile phone.



“This study is fascinating and may have profound implications. Although this is early work on only a small number of people, it deserves to be taken seriously and warrants extensive further study. I have little doubt that there is more to this deceptively simple technology than meets the eye,” said Professor Kim A. Jobst, Editor-in Chief, *Journal of Alternative and Complementary Medicine*.

Dr. Croft's new research supports other studies from around the world, including those by Professor Kundi of the University of Vienna, on total body energy, Professor William Tiller (Guggenheim Fellow and Emeritus Professor, Stanford University) and Professor Norman Shealy's (Holos Institute and the University of California, Irvine) work on modifying the effects of electromagnetic fields on human brain function.

“We have an active program to demonstrate the efficacy of our products against a host of different stressors. This research is not intended to make a statement about mobile phones – positive or negative. It shows that the QLink may help the body maintain homeostasis and become more resilient to stressors such as electromagnetic field effects such as the ones emitted from computers,” said Jonny Ohlson, executive vice president, Clarus Products International.

ABOUT CLARUS PRODUCTS INTERNATIONAL

Clarus Products International has developed breakthrough technology, known as Sympathetic Resonance Technology (SRT), which is contained in QLink products, which are designed to protect normal body function against the physical, environmental and psychological stresses of modern day living, including those of electromagnetic fields. The company is privately held and is headquartered in the United States with offices in England, Japan, Australia, Austria and Malaysia. For more information, please visit www.clarus.com or contact Calfee Group at (415) 934-1571.

The research conducted to date by a variety of researchers supports the observation that the QLink tends to normalise the performance of the human system. The manufacturer makes no statements suggesting, and does not say or imply, that the QLink will prevent, mitigate, cure, or treat any disease or affect any structure or function of the body. The QLink acts non-intrusively outside the body, as opposed to internal or invasive corrective methodologies. Further studies being conducted include research on the effects of QLink on the body’s normal way of dealing with hypertension, absorption levels and osteoporosis.

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