



ASX Announcement

Melbourne, Thursday 19 May 2011

CogState joint venture Axon Sports, announces partnership to facilitate development and validation of Axon Potential

Following last week's launch of Axon Potential, ***CogState Ltd (ASX:CGS)*** today announced that Axon Potential has partnered with Athletes' Performance, the world leader of integrated performance training, nutrition, and rehabilitation services for the world's elite athletes.

Axon Potential is a division of Axon Sports, the joint collaboration between CogState and Quixote Investment. Axon Potential is focused on developing an entirely new category of products and training systems—all designed to enhance skill acquisition and train the unique cognitive skills required for peak performance in sport. Axon Potential's initial products will train athletes to recognize complex sport-specific information and improve both the speed and accuracy of their cognitive responses.

Together, Athletes' Performance and Axon Potential will be working on product development, user testing, and validation of the Axon Potential product line.

Athletes' Performance operates four world-class facilities in the U.S., supported 54 athletes taken in the 2011 NFL Draft (including 14 in the first round), three of the final 16 teams at the 2010 FIFA World Cup, World Series and Super Bowl Champions, and was recently named one of "The 10 Most Innovative Companies in Sports" by *Fast Company* magazine.

Mark Verstegen, founder and president of Athletes' Performance, sees the new partnership as a natural extension of the integrated performance services Athletes' Performance currently offers to athletes. "One of our core fundamentals in training is the mindset component, and the partnership with Axon Potential allows us to find new ways for our athletes to train their athletic brain for success, just as they train their bodies to improve their physical skills."

Jason Sada, managing director of Axon Potential, feels the partnership with Athletes' Performance will further the development and testing of new products with the leaders in training and the elite athletes they support. "When looking to create programs to help



athletes develop and hone their cognitive skills for greater success in the athletic arena, it was only natural to partner with the industry leaders that are already on the cutting edge of improving athletic performance.”

Axon Potential is currently focusing its initial product development efforts on a suite of four research-supported software training products: Baseball Pitch Recognition, Football IQ, Football High-Speed Decision Making, and Soccer Anticipation/Situational Assessment.

High school, college and professional athletes training with Athletes’ Performance will be among the first to test and benefit from products developed by Axon Potential and Athletes’ Performance.

About Axon Sports

Axon Sports provides quick and cost-effective online concussion tests for all Athletes.

The technology behind the Axon Sports Computerized Cognitive Assessment Tool (CCAT) was conceived in 2000 by CogState to help Medical Providers measure the cognitive function of Athletes after suspected concussions or Traumatic Brain Injuries (TBI).

Athletes establish Baseline or "snapshots" of their brains' speed and accuracy using the CCAT's four simple tasks. Repeating the same tasks After Injury identifies any cognitive changes from the Baseline performance. This helps indicate whether the brain has fully recovered from the injury. Medical Providers use the concussion test results in making decisions about when it is safe for Athletes to return to the classroom, practice or competitive play.

On average, Athletes can complete the Baseline concussion tests in eight to 10 minutes. Results are available immediately.

*Axon Sports is proud to lead the way as an innovator in online concussion management tools that address the growing need for Baseline and After Injury testing. Its mission is to **protect and train the Athletic brain** and believes Every Athlete should have access to a Baseline test Every Year.*

www.axonsports.com



About Axon Potential

Axon Potential is devoted to understanding and unlocking the power of the athletic brain.

Great athletes have a special kind of intelligence; they see and understand the game in a way that sets them apart. Until recently, most believed that these skills—call it “vision,” “court sense,” or “sports IQ”—were not trainable, or even understandable. But they are. At Axon, we are dedicated to understanding, identifying and training those special skills that athletes require to rise above the competition.

Every day, research is teaching us more and more about how people acquire skills and develop intelligence. This knowledge will change how we look at everything. At Axon, we are working with experts in sports and neuroscience to change how the world understands athletic performance. We want to turn training on its head.

www.axonpotential.com

About Athletes' Performance

Athletes' Performance is the leader in integrated performance training, nutrition, and physical therapy for elite and professional athletes. Athletes' Performance offers programs and services for professional, amateur, tactical, collegiate, high school and youth athletes, business executives, and industry professionals.

Founded in 1999 by Mark Verstegen as a refuge for professional and elite athletes, Athletes' Performance provides training, nutrition, and physical therapy programs seamlessly integrated under one roof by teams of specialists.

From the first facility built in Tempe, Arizona, Athletes' Performance has grown to operate out of four world-class facilities in Phoenix, Arizona; Carson, California; Gulf Breeze, Florida; and Frisco, Texas; as well as supporting various professional teams domestically and internationally.

Today, Athletes' Performance is known as the preferred and premiere place for elite athletes to train, as well as a leader in applied research and innovation to advance human performance.

www.athletesperformance.com



About CogState

CogState Ltd (ASX: CGS) specialises in the development and commercialisation of rapid, computerised tests of cognition (brain function). To date, CogState has commercialised its technology in two markets – clinical drug trials and concussion management in sport.

In the clinical drug trial market, CogState technology and associated services are used by pharmaceutical and biotechnology companies to quantify the effect of drugs or other interventions on human subjects participating in clinical trials. Since sales into the clinical trials market began in 2004, CogState has secured agreements with top pharmaceutical companies including Pfizer, AstraZeneca, GlaxoSmithKline, Merck, Johnson & Johnson, Novartis, Lundbeck, Dainippon Sumitomo, Otsuka, Servier.

In the area of sports related concussion, CogState's technology has been used by a number of highly regarded institutions and sporting organisations around the world for almost 10 years. Current users include, University of Notre Dame, University of Michigan, English Rugby League, English Jockey Club, and a number of national and international Rugby League and Rugby Union clubs. In Australia, both the AFL and NRL have mandated computerised cognitive testing, using CogState.

CogState has established a joint venture in the USA, called Axon Sports, to market its concussion management technology. Axon Sports has an exclusive license to market and sell the CogState technology in the area of sports and related concussions within North America (USA, Canada, Mexico).

www.cogstate.com

For further information:

**Brad O'Connor, Chief Executive Officer, CogState Ltd.
Ph: 03 9664 1300 Mob: 0411 888 347 boconnor@cogstate.com**