



ASX Announcement

Melbourne, 24 August 2010

Media alert: CogState to launch Axon Sports tomorrow

CogState Ltd (ASX: CGS) will officially launch its joint venture with Quixote Investment, Axon Sports, LLC, tomorrow.

Axon Sports is a joint venture company that markets and sells a cutting edge Computerised Cognitive Assessment Tool (CCAT), powered by CogState's technology, to protect and train the athletic brain.

CogState invites you to hear its speech and presentation on the launch tomorrow at 11:30am AEST.

Date: 25 August 2010

Time: 11.30am

Dial-in number: 1800 153 721

PIN code: 547 533#

Speakers:

- Martyn Myer, Chairman of CogState
- Brad O'Connor, CEO of CogState
- Rudy Chapa, Co-founder of Axon Sports, Director/shareholder of Quixote Investment
- Polly James, CEO of Axon Sports

The speech and presentation will be available on the attached link at the conclusion of the call: <http://www.brr.com.au/event/67827/?popup=true>

About CogState

CogState Ltd (ASX: CGS) specialises in the development and commercialisation of rapid, computerised tests of cognition (brain function).

CogState's initial foray into the sporting market, CogState Sport, has been used by a small number of highly regarded institutions and sporting organisations around the world for almost 10 years. Current customers include, Notre Dame University, University of Michigan, English Rugby League, English Jockey Club, and a number of Australian Football League, Australian Rugby League and Australian Rugby Union clubs.

The new joint venture, Axon Sports, provides CogState an opportunity to capture a much larger, consumer customer base in the sports and concussion management market in North America.



To date, CogState's revenue stream has been primarily generated from sales of its technology, and associated services, to pharmaceutical, biotechnology, nutraceutical and functional food companies who are seeking 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 organisations including Pfizer, AstraZeneca, GlaxoSmithKline, Merck, Johnson & Johnson, Novartis, Lundbeck, Dainippon Sumitomo, Otsuka and Servier, along with a number of other organisations.

For further information:

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