

## Holiday Stress? Dr. Deepak Chopra Releases “Stress Free” for the iPhone

*Bestselling author releases 'Stress Free': a coaching program for the iPhone that helps people lead stress free, happier, and healthier lives*

**Pleasantville, NY – December 1, 2009** – Ready to live a life without stress? Dr. Deepak Chopra is putting the keys to a stress-free life right in our pockets. The bestselling author and world-renowned authority in the field of mind-body medicine has created the first mobile step by step program to becoming stress free. The new stress reduction program has been developed specifically for the iPhone/iPod Touch. It features videos of Dr. Chopra as a personal stress relief coach guiding users through a series of daily journaling exercises, guided meditations, music therapy and yoga exercises.

Stress Free is the first in a series of iPhone applications and mobile programs from Deepak Chopra. It also represents the first time such a program is being released directly in an interactive mobile format, without first being released in a book. With his new series of personalized mobile applications, Dr. Chopra intends to provide people with the opportunity of making significant life changes by following daily habit-changing exercises on the go and throughout the day.

The new application combines evidence-based psychology research with traditional Vedic principles. The self-guided program walks users through a set of stress-reduction activities and skills. Throughout each step in the program, users are personally coached by Dr. Chopra in a series of activity-specific videos. Activities include self-reflective interactive exercises relating to one's body, self/ego, relationships and emotions, as well as journaling, questionnaires, music therapy, meditations, yoga exercises and personal nutrition tips based on the concepts of Ayurveda.

"We know that stress is a major contributor to the serious epidemics of our time such as heart disease and cancer; finding ways to combat stress is critical to our health and well being," said Deepak Chopra. "What's so exciting about 'Stress Free' is for the first time, people can access the guidance and tools they need right when they need them most. By following simple daily activities on their phone, individuals can positively change their life perspective and psychological well being."

Ran Zilca, CEO of Signal Patterns, the company that developed the mobile program, added, "The iPhone-based program will introduce Deepak Chopra's teachings to entirely new audiences, particularly younger generations, that may be less likely to browse the self-help section in a book store, but are interested in improving their lives and reducing stress. Additionally, iPhone users are never far from

their beloved devices; and this ubiquity makes it very easy for people to follow Dr. Chopra's activities and techniques."

Stress Free also fosters a social community centered around its concepts and exercises using a new social tool called Karma Mail. Karma Mail is a unique way to pass positive messages forward between people around the world. Users of the new iPhone program are able to send brief positive messages anonymously to other users of the program. The messages are sent randomly to a group of users who may choose to continue to propagate the messages or respond to them. This sense of group engagement is based on the concept that we can all benefit from mutually sharing what we love, what we are grateful for, and what we appreciate with others in the world.

To further encourage users in their journey for a stress-free life, the iPhone application also includes a user-based Q&A with Deepak Chopra, daily progress updates, inspirational quotes and other extensive stress management resources.

This comprehensive mobile program is available for just \$14.99 — and fans of Deepak Chopra can take advantage of a special introductory price of \$9.99 until December 6. Stress Free can be purchased at the Apple App Store <http://bit.ly/StressFreeApp>. Additional information about Dr. Chopra's mobile applications can be found at [www.DeepakChopraMobile.com](http://www.DeepakChopraMobile.com).

### **About Deepak Chopra**

Deepak Chopra is a world-renowned authority in the field of mind-body healing, a best-selling author, and the founder of the Chopra Center for Wellbeing. Heralded by Time Magazine as the "poet-prophet of alternative medicine," he is also the host of the popular weekly Wellness Radio program on Sirius/XM Stars. A global force in the field of human empowerment, Dr. Chopra is the prolific author of more than fifty-five books, including fourteen bestsellers on mind-body health, quantum mechanics, spirituality, and peace. Dr. Chopra's popularity as an international presenter and keynote speaker is exemplified by an impressive list of honorariums. For more than a decade, he has participated as a lecturer at the Update in Internal Medicine event sponsored by Harvard Medical School's Department of Continuing Education and the Department of Medicine, Beth Israel Deaconess Medical Center. Dr. Chopra is a fellow of the American College of Physicians, a member of the American Association of Clinical Endocrinologists, an adjunct professor at Kellogg School of Management, and a senior scientist with the Gallup Organization.

### **About Signal Patterns**

Signal Patterns develops psychology-based web and mobile applications that help people improve their well-being and relationships with others. Developed by a team of over 20 PhDs worldwide, Signal Patterns' online professional-grade solutions include self and relationship assessments, positive

psychology activities and social tools for connecting with like-minded individuals. Signal Patterns' patent-pending technology results from a unique combination of in-house psychology research and data mining expertise. Founded in 2006, Signal Patterns is based in Pleasantville, NY. For more information: <http://www.signalpatterns.com> and <http://www.signalpatternslabs.com>. Follow us on Twitter: <http://twitter.com/signalpatterns>.

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