

**EGO Factory News**  
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**FOR IMMEDIATE RELEASE**

**EGO Factory launches new Website for a test that helps doctors choose appropriate treatments for psychiatric and behavioral disorders: [www.rEEG.info](http://www.rEEG.info).**

Irvine, CA (December 2, 2009) – Irvine-based online marketing agency EGO Factory, in collaboration with Kane and Finkel Healthcare Communications, launched rEEG.info, a Website about Referenced-EEG® (rEEG), an innovative test that help doctors choose a treatment that has the best chance of controlling conditions like anxiety, depression, and ADHD or ADD.

Choosing therapies for these conditions used to be based on educated guesses, but with rEEG, developed by CNS Response, it's possible to identify a treatment that aligns with individual needs. The Website, [www.rEEG.info](http://www.rEEG.info), provides rEEG FAQs, an "Is rEEG for me?" questionnaire, and information about how to find an rEEG provider.

"It feels good to have completed another project which will help people in need," said Alexander Zonin, Chief Technology Officer.

For more information about rEEG, visit [www.rEEG.info](http://www.rEEG.info).

Contact EGO Factory today at [info@egofactory.com](mailto:info@egofactory.com).

## **About EGO Factory**

EGO Factory is a full-service interactive agency that offers Website development, Web maintenance, business-class hosting, consulting and online marketing. EGO Factory was formed in April 2003 with a commitment to developing high-quality online and offline solutions to meet client needs, provide results and surpass expectations. Like with any business, in the world of interactive media, there is a constantly evolving set of rules and standards. EGO Factory takes pride in being on the leading edge of those interactive media standards, in order to keep clients' businesses on top of the marketplace. Working with EGO Factory, clients enjoy an unsurpassed level of quality, consistency and efficiency, while fulfilling their interactive and traditional marketing needs.