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BRAINSAVERS® DEBUTS TO HELP LOWER RISK OF ALZHEIMER'S:
*Revolutionary Tri-Component Lifestyle Program Founded By World-Renowned
Alzheimer's Expert Paul Bendheim, M.D.*

Scottsdale, Ariz. (April 23, 2007) – Stepping up the fight to reduce the risk of Alzheimer's disease (AD) in America's growing and graying population is Dr. Paul Bendheim, who has pioneered a new approach to staving off the devastating illness. BrainSavers is a program that ties three primary, scientifically validated components together—brain and body exercises paired with formulated natural nutrients in a tasty bar – all designed to stimulate the mind and help protect against memory impairment linked to aging.

BrainSavers recently debuted at the International Health, Racquet and Sportsclub Association (IHRSA) convention in San Francisco. The program has been developed at a time when the threat of Alzheimer's is a top concern for age-conscious Baby Boomers and healthy seniors, and the number of those afflicted with it rises every year.

Focused on mind-body fitness, the Tri-Component Program™ will be available at select health and fitness clubs throughout the United States as well as online.

BrainSavers: "Weight Training for the Brain"

The program's components include:

- Food For Thinking™ -- an array of natural food products enriched with naturally occurring antioxidants, vitamins, and essential nutrients proven to help promote brain health.
- Memory Enhancement – BrainSavers computerized software program offers interactive memory and cognitive training exercises. For those who would prefer non-computer formats, workbook-based puzzles and games are also available. Users participate individually or as a group in three exercises, three times a week for 30 minutes per session.
- Physical Fitness – A modest aerobic exercise plan to promote overall health. Participants work out three times a week, from 30 to 60 minutes per session. All BrainSavers exercise recommendations follow the guidelines of the American College of Sports Medicine.

“We provide fun, easy-to-adopt interventions to reduce the risk of developing Alzheimer’s. There has never been a more urgent time for this initiative -- the statistics are staggering: Millions of Americans suffer from AD and millions more are expected to develop it as Boomers age. This disease places a great burden on patients and their families,” said Bendheim. “Starting the program early is one of the best ways to protect your quality of life and that of your loved ones.”

James Tonkin, CEO, said BrainSaver’s integrated lifestyle program takes a holistic route to long-lasting cognitive health. He also cited the importance of viewing the mind as part of our physical make-up.

“Think of the old cliché ‘to jog your memory,’ which refers to keeping the brain in shape along with the body,” said Tonkin. “Culturally, we tend to believe that only our outward appearance reflects the state of our health and fitness, when in fact it is more complex. The enduring sharpness of the mind is also a key indicator.”

About BrainSavers® Tri-Component Program™ and Paul Bendheim, M.D.

BrainSavers was developed by neurologist Paul E. Bendheim, MD, an authority on Alzheimer’s disease and other neurodegenerative disorders. The program uses a uniquely comprehensive approach to long-lasting cognitive health through diet and nutrition, memory enhancement, and physical fitness. Participants can enroll online or ask for BrainSavers at their local health club. State-of-the-art software customizes the program for each member, who receives ongoing feedback, nutritional and exercise guidance, memory and other brain exercises. The lifestyle package is focused not only on seniors and the Baby Boomer generation wishing to reduce the risk of Alzheimer’s disease, but on individuals who are engaged in their physical and mental health. To become a member or for more information: www.BrainSavers.com.