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BRAINSAVERS® BIOGRAPHIES

Paul Bendheim, M.D., Chairman and Chief Medical & Scientific Officer

Internationally recognized in the field of neurology research and new treatments for Alzheimer's disease, Dr. Paul Bendheim is the creator of BrainSavers – a risk-reduction program that ties together brain-healthy nutrition with mental and physical exercise to reduce the risk of memory loss. In addition to his role with BrainSavers, he serves as chairman of the Clinical Advisory Board of Intellect Neurosciences and is a member of the Scientific Review Board of the Institute for the Study of Aging. He lectures internationally and has authored more than 80 scientific articles, book chapters and abstracts.

A board certified neurologist, Dr. Bendheim has previously served in several high-profile positions including the Max Varon visiting professor in the department of neurobiology at the Weizmann Institute of Science, medical director of development for Banner Alzheimer's Institute; executive vice president and chief medical officer for Mindset Biopharmaceuticals; medical director of the Copaxone division at Teva Pharmaceuticals; and more. He completed his neurological residency and a post-doctoral research fellowship at the University of California in San Francisco.

James S. Tonkin, Chief Executive Officer

For more than 33 years, James Tonkin has served as a private-sector brand product and marketing development professional who builds and designs national infrastructures for food and beverage industry clients. He has successfully created and implemented business and financial strategies for domestic and international corporations—focusing on production, branding, sales, marketing and distribution.

Tonkin has promoted brand and marketing programs for clients in the bottled water, functional food, and beverage industries. His long-standing expertise stretches across several sectors, including domestic cheeses and potato chips; bottled waters for people and pets; and nutraceutical, functional and enhancement beverages. Tonkin serves as a popular keynote

speaker several times a year. He covers a range of topics that include trends in the business, product innovations and food and beverage industry predictions.

Edward Wein, Ph.D., Vice President Nutritional Sciences & Manufacturing

A principal of Innovative Nutritional Products, Ltd. (INP), Dr. Wein has more than 30 years of experience in the food, nutritional, supplement and biotechnology industries. Prior to INP, he served as vice president of research and development for Bariatrix Products International Inc., the leading North American nutrition bar developer and manufacturer until its sale in 2003. While at Bariatrix, he successfully led a results-driven research team in the development of nutritional bars and powders for weight loss, energy and sports nutrition.

Prior to Bariatrix, Dr. Wein served as vice president of business development for Nexia Biotechnologies Inc., which grew from a small private company into the largest biotech IPO in Canada at the time. He has also worked as Director of Technology at Ault Foods Ltd., now known as Parmalat, and as Associate Research Director at what is currently known as Maple Leaf Foods, two large multinational corporations. He also founded, developed and sold Bionex Corporation, a company specializing in weight loss products. During his tenure at these companies Dr. Wein invented many innovative and successful products in the food, nutrition and functional food areas, including the world's first meal replacement beverage, the first diet butter, the first trans free olive oil margarine, sports, cognitive and weight loss supplements, and nutrition bars.

Dr. Wein was also an adjunct professor at the University of Guelph and sat on the Canadian government's expert committee on food biotechnology.

Richard M. Samuels, Ph.D., Vice President Cognitive Sciences

Dr. Samuels is the president of Guardian Eldercare and a practicing clinical and forensic psychologist who provides psychological services to institutional clients. An expert in developing cognitive enrichment programs for elderly clients living in long-term care and assisted living facilities, he has served as editor of the "Independent Practitioner" and was president of several psychological organizations. Dr. Samuels played a pivotal role in establishing one of the largest divisions within the American Psychological Association, and was recognized by the organization as a Fellow of two divisions,

Prior to his current post, he worked as CEO of AmbiVision and senior vice president of TravelVues. Dr. Samuels developed a computer-based, informational video display system for both companies that served several markets and created strategic alliances with several medical organizations, pharmaceutical companies and consumer products companies.

Dr. Samuels holds doctorate degrees in Clinical and Forensic Psychology and Human Sexuality. His biography appears in Who's Who in the World, Who's Who in Entertainment and other

publications. He has appeared on numerous radio and television programs as a speaker for various areas of psychology and as a spokesperson for his business interests.

Tracy Hafen, Director, Physical Exercise Programs

Tracy Hafen serves as director of the BrainSavers Physical Exercise Programs. She is certified as a personal trainer and aerobic instructor by the American Council on Exercise, and holds a master's degree in Exercise Science and Cardiac Rehabilitation from Northeastern University. Tracy is the co-author, along with the #1 bestselling author Dr. Michael Rozen, of *RealAge Workout*, published by Harper Collins Press in 2006.

Tracy has been featured as a fitness expert on two national PBS specials, including "Real Age Makeover" in 2006 and "YOU: On a Diet" in 2007. She created the "YOU: On a Diet" workout DVD for PBS and demonstrated the workout for the DVD's comprehensive fitness program.

She served as the exercise physiologist for Northwestern Memorial Hospital's Center for Partnership Medicine from 2005 to 2006, and co-developed its fitness program. She also recruited personal trainers to service the center's patients at home. She was fitness director for the University of Chicago Hospitals Executive Health Program from 2000 to 2004. Prior to that, Tracy founded and directed Affirmative Fitness, LLC in Chicago, serving private personal training clients from 1997 to 2007. She started the first online national personal training referral service with access to more than 1800 trainers.