



Contact: Anne Robertson/Julie Meyer
The Lavidge Company
(480) 998-2600
arobertson@lavidge.com
jmeyer@lavidge.com

NEW CLINICAL STUDY IN BABY BOOMER AND OLDER HEALTH AND FITNESS CLUB MEMBERS:

BrainSavers® Tri-Component Program™ for Memory Enhancement Produced Improvements In Cognitive Functioning and Physical Condition

The Scottsdale Resort and Athletic Club in Arizona hosted the world's first complete trial of the unique BrainSavers program following three years of development. The scientifically based program tested successfully in the health and fitness club environment.

Improvements in cognitive ability and physical fitness were seen in the vast majority of participants who participated in this eight-week clinical trial. Consumer acceptance of the program, which includes modest aerobic exercise, computer-based memory and other cognitive strengthening exercises, and a brain-healthy diet supplemented by a patent-pending all-natural bar formulated for brain health, was nearly universal. The average age for participants was 68 years old. All who participated felt that a health and fitness club was the natural location for such a program.

Major Findings:

- The Tri-Component Program, consisting of the *BrainSavers* Memory Enhancement Software, the *BrainSavers* Exercise program and the *BrainSavers* Nutritional Bar produced significant improvements in cognitive functioning after 2 months. Eighty-five percent of the subjects showed an average of 16% improvement in 13 of the 17 cognitive abilities evaluated.
- Ninety-two percent of participants reported moderate or greater subjective increases in memory capability.
- All subjects improved on at least two of the physical fitness variables measured which included resting heart rate, systolic and diastolic blood pressure, and heart rate response to a standard workload.
- Eighty-five percent of the participants reported improvements in self image and 100% felt that the program was useful.

- Eighty percent of the subjects expressed positive comments regarding the program structure while 100% liked the taste and texture of the nutritional supplement bar. 92% expressed interest in continuing with the program.
- Eighty-five percent of the subjects felt that the health and fitness club environment was an ideal location for a Tri-Component Memory Enhancement Program.

Conclusion:

The findings supports BrainSavers' core philosophy that its proprietary Tri-Component Program™ consisting of regular modest aerobic physical exercise, regular computer-based memory strengthening exercises, and a brain-healthy diet, will result in improved cognition and physical condition in eight weeks when offered in a supervised health and fitness club setting.

Lead Researchers: Richard M. Samuels, PhD, Edward Wein, PhD.

www.brainsavers.com