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## **NEW CLINICAL STUDY LINKS COGNITIVE SOFTWARE TO SIGNIFICANTLY IMPROVED SHORT-TERM MEMORY, SPATIAL RELATIONS AND ATTENTION FOCUS IN BABY BOOMERS AND SENIORS**

For the first time, clinical trials show that computer-based training improves the cognitive functions of the 50-plus crowd. BrainSavers® Memory Enhancement software was used in the trials.

The Tel-Aviv Sourasky Medical Center of Tel-Aviv University in Israel, where leading researchers are studying age-related disorders, conducted the trials. The results were announced March 16, 2007 at the Eighth International Alzheimer's Disease/Parkinson's Disease Conference in Salzburg, Austria.

### **Major Findings:**

- BrainSavers Memory Enhancement Software program was found to improve short-term memory, spatial relations and attention focus – all skills used in driving and other daily activities that maintain our independence as we age
- During the two-year clinical trial, researchers conducted a prospective, randomized, double-blind study with 121 self-referred volunteers age 50+
- Each study participant was randomly assigned to use either the cognitive software or classic computer games – for 30 minutes three times a week over three months
- The cognitive software users experienced greater improvement in the cognitive domains of spatial short-term memory, visuo-spatial learning and focused attention than did control participants using computer games.
- Cognitive software users in the study with lower baseline cognitive performance gained more than did those with higher baseline cognitive performance – suggesting the potential beneficial effect of the cognitive software on those already suffering the effects of age-associated memory loss and other mild age-related cognitive impairments.

**Conclusion:** The findings support BrainSavers' core philosophy that exercising the brain along with the body and consuming brain healthy foods will significantly enhance memory and cognitive functions.

**Lead Researchers:** Amos Korcyn MD and Nir Giladi, M.D., Department of Neurology at Tel Aviv University's Tel Aviv Sourasky Medical Center: <http://www.tasmc.org.il/e/>

**Note:** BrainSavers® Memory Enhancement software is powered by CogniFit.