

FOR IMMEDIATE RELEASE

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

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.





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BRAINSAVERS® AT-A-GLANCE

- BrainSavers was developed by neurologist Paul Bendheim, MD, an authority on Alzheimer's disease and other neurodegenerative disorders.
- It is a lifestyle program that uses a tri-component approach to cognitive health through nutrition, memory enhancement exercises, and physical fitness. Each component was designed to strengthen and preserve cognitive function while reducing the risk of developing Alzheimer's disease.
- BrainSavers is targeted to health-conscious Baby Boomers and healthy seniors.
- The Tri-Component Program™ includes:
 - Food For Thinking™ natural food product line formulated with naturally occurring antioxidants, vitamins, and essential nutrients proven to promote brain health.
 - Memory Enhancement – BrainSavers computerized software program offers interactive memory and cognitive training exercises in the form of games and puzzles. Members participate individually or in groups three times a week for 30 minutes per session.
 - Physical Fitness – Participants work out three times a week for 30 to 60 minutes per session. The program includes unique exercise protocols, and offers training for fitness coordinators and physical trainers.
- The program will be available at select health and fitness clubs nationwide, adult active communities or online at www.brainsavers.com. It will soon be available at Amazon.com.
- Each BrainSavers package contains 24 nutrition bars, an interactive CD-ROM, and a recommended physical fitness exercise program. State-of-the-art software customizes the cognitive program for each member, who receives ongoing feedback. The cognitive software provides three eight-week sessions (lasting six months). New software can be purchased after this period.
- Suggested retail price is \$299. For more: www.brainsavers.com, or 1-800-725-6806.



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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.



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**BRAINSAVERS® QUESTIONS AND ANSWERS:
PAUL BENDHEIM, M.D., AND JAMES TONKIN, CEO**

1. Who should use BrainSavers?

Anyone who wants to keep his or her mind fit and healthy, or who feels concerned about age-related memory loss or other cognitive decline. The integrated lifestyle program takes a holistic route to long-lasting cognitive health through nutrition, memory enhancement, and physical fitness.

2. Is it scientifically proven that BrainSavers can improve cognitive skills—and therefore help preserve memory function?

The BrainSavers program includes key research findings about lowering the risk of Alzheimer's disease through specific nutritional, brain and physical exercise components. We recently completed a trial of BrainSavers which demonstrated a cognitive benefit. What's more, independent studies of the software component showed cognitive improvement.

3. Does BrainSavers actually prevent Alzheimer's, dementia or Parkinson's?

Significant medical and scientific research concludes that regular cognitive activities, aerobic physical exercise, and a brain-healthy diet reduce the risk of Alzheimer's disease. BrainSavers drives all of these components into a brain-healthy lifestyle for peak memory performance.

4. How does BrainSavers help serve the health and fitness club industry?

The program helps health and fitness clubs to better serve the changing needs of their 55+ clientele, especially the fitness-minded Boomers. Club owners, managers and professionals can adapt the flexible BrainSavers program to the unique needs of their clientele. It also gives professionals in the sector an opportunity to attract new clients. What's more, BrainSavers offers training classes to fitness coordinators and physical trainers.

5. Do you need to train under supervision of a physical trainer or other professional?

The program is designed as user-friendly and interactive. Participants can train in a group setting, such as a fitness center or assisted living facility, or they can choose to train in the comfort of their own home. For many, it's enjoyable to be with others for in-person feedback or to set regular





weekly times to perform the exercises. As mentioned above, BrainSavers offers training classes to fitness coordinators and physical trainers.



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ALZHEIMER'S DISEASE: FACTS AND FINDINGS

- Approximately 5 million Americans currently suffer from Alzheimer's disease. The number is expected to rise as high as 16 million as the Baby Boomers age.
- Almost 15 million Americans over 65 years of age have mild cognitive impairment.
- Nearly 50 percent of Americans over 40-years of age complain of age-associated memory problems.
- Increasing age is the greatest risk factor for Alzheimer's. One in 10 individuals over 65 and nearly half of those over 85 are affected. Inherited forms of Alzheimer's disease can strike people as young as 30 to 50 years of age.
- In a Gallup poll commissioned by the Alzheimer's Association, 1 in 10 Americans said that they had a family member with Alzheimer's and 1 in 3 knew someone with the disease.
- National direct and indirect annual costs of caring for individuals with Alzheimer's disease are at least \$100 billion, according to estimates used by the Alzheimer's Association and the National Institute on Aging.
- Research has documented that natural components (antioxidants, vitamins, minerals and other micro-nutrients) found in key foods and plants are involved in the maintenance and repair of brain cells, and are known to positively impact cognitive brain function.
- Researchers in the field of Alzheimer's disease have found that proper mental exercises are critical for warding off the onset of cognitive decline.
- Several recent studies involving thousands of adults over the age of 65 documented that regular physical exercise lowered the risk of acquiring Alzheimer's disease by 30 percent.

Sources: National Alzheimer's Institute; BrainSavers



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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





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jmeyer@lavidge.com

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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.