



Introducing The Memory Lane Company
Helping Loved Ones with Memory Loss Find More Joy in Life

ORIGINS AND PEOPLE

The Memory Lane Company, LLC, founded in 2004 in Lone Tree, Colorado, creates high-quality entertainment products for people with memory loss (including Alzheimer's disease and other dementias). Memory Lane's innovative videos, audio programs and memory books are specifically designed to stimulate and entertain those with memory loss and provide caregivers with relief from the demanding tasks they face.

The principals of Memory Lane™ pioneered the development of videos for babies when they created Baby Einstein®, the phenomenally successful creator of developmental products for babies. The Walt Disney Company acquired Baby Einstein in 2001.

Memory Lane president, Jeff Mettais, former executive vice president of The Baby Einstein Company, manages the company's business affairs with a focus on strategic planning, brand development, sales and marketing.

Bill Clark, co-founder of Baby Einstein with his wife Julie Aigner-Clark, oversees product development for Memory Lane and works closely on strategic planning and brand development matters.

With her proven vision, expertise and accomplishments in creating multi-media products for special-needs audiences, Julie Aigner-Clark serves as creative consultant for Memory Lane.

With advanced degrees in Clinical, Social and Personality Psychology and Gerontology, Brian Raffety, Ph.D., manages the Company's professional outreach and research programs. Brian's understanding of the issues and his relationships with experts in the field of Alzheimer's and dementia research helps Memory Lane stay on the leading edge of product development and in-service support.

Mark Burr is an award-winning videographer and editor and was an integral player in the production of numerous, highly successful Baby Einstein videos. He is responsible for filming and editing the Company's core products — its videos and DVDs.

APPROACH

The founders of Memory Lane are creating breakthrough media products by combining their personal experience with family members suffering from memory loss and scientific research.

People with memory loss find the often-cluttered, fast-paced style of traditional television programming and movies confusing to the eye, ear and mind. Memory Lane video programs offer easy-to-follow, bite-sized visual segments combined with nostalgic music – all presented at an appropriate pace. The Company's memory books and audio programs are designed to work together with the videos in an integrated, multi-sensory system.

During the mild and moderate stages of memory loss, many important cognitive abilities remain relatively unaffected. Memory Lane products are specifically designed to make the most of these retained abilities, such as long-term memory, while avoiding reliance on areas of brain function that have often begun to decline. The products released and under development help people with memory loss find comfort and pleasure in their memories, and reflect the latest research and understanding of how those with memory loss see, hear, and make sense of the world.

BENEFITS

Memory Lane's innovative videos, audio programs and memory books are specifically designed to stimulate and entertain those with memory loss (including Alzheimer's disease and other dementias). Equally important, caregivers enjoy some much-needed relief from the demanding day-to-day tasks of caregiving and an interactive tool to help reconnect with those in their care.

With a comprehensive understanding of the abilities and needs of people living with memory loss and their caregivers, Memory Lane products deliver relief, stimulation and a connection through:

- Visuals and dialogue that people with memory loss can better understand;
- Entertaining, familiar themes people with memory loss can relate to; and
- Brief personal stories, nostalgic music and images delivered at an appropriate pace.

Memory Lane products are ideal for use in private homes, assisted-living facilities, adult day care centers, hospitals, clinics, hospices, and nursing homes.