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**First-of-its-kind product system addresses emotional and social needs of people with memory loss and their caregivers;
Company principals created successful Baby Einstein® media brand**

DENVER – While researchers continue their quest for a medical solution to memory loss, including Alzheimer’s disease and other dementias, one company is focused on improving the quality of life for the 10 million American families living with these problems. Memory Lane Company’s first-of-its-kind Connect and Reflect™ product line helps people with memory loss preserve connections with life and family.

The Company, whose principals include the founders and key former executives of The Baby Einstein Company, now owned by Disney®, has launched its Connect and Reflect products, a multi-sensory series of innovative videos, music CDs and memory books specially designed to stimulate and entertain people living with memory loss.

The first Connect and Reflect Kit is based on a family theme and includes a 30-minute video, music CD and 24-page memory book. These three products can be used individually or together to create an integrated program that explores common life experiences, from dating and marriage through children, graduation and vacations.

Combining their personal experiences with family members living with memory loss and the results of scientific research, the founders of Memory Lane create media products designed from the point-of-view of people living with the disease.

Numerous studies of memory loss have found that the often cluttered, fast-paced style of traditional television programming and movies can be confusing to the eye, ear and mind. Memory Lane videos offer easy-to-follow, bite-sized visual segments combined with nostalgic music – all presented at an appropriate pace.

The multi-sensory Connect and Reflect products allow the person with memory loss and their caregiver to enjoy the experience through sight, sound and touch.

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Family Video – filled with nostalgic images and familiar music, the Family Video also includes brief, personal stories shared by seniors -- intended to evoke pleasant memories and emotions and to help spark conversation.

Family Memory Book – designed by award-winning scrapbooker Maya Opavska, the 24-page Memory Book opens up the world of scrapbooking to families living with memory loss. The Memory Book also provides caregivers a hands-on tool to engage the person with memory loss in reminiscence activities.

Family Memory CD – the Memory CD offers an extended soundtrack from the Family Video and brief stories that can be shared anywhere to help create a happy mood.

“Our products help people with memory loss, Alzheimer’s disease and other dementias find comfort and pleasure in their memories. They have been developed based on the latest research on how those with memory loss and related disorders see, hear, and make sense of their world,” said Memory Lane President, Jeff Mettais. “Our Connect and Reflect products are about helping preserve connections with life and family.”

Many caregivers are looking for ways to maintain or increase the social and emotional connection with the people they are caring for. These products are equally effective in institutional and in-home environments.

“Memory Lane’s products provide a great way for family members, or extended family in our case, to enjoy the time they spend together as it helps rekindle pleasant thoughts and memories and creates a special time for sharing,” said Lorraine Justus, administrator for Millbrook Homes, an Alzheimer’s and dementia care assisted living company based in Denver.

Memory Lane’s founders are among the millions of American families searching for resources and information that may help relieve some of the emotional and physical stress of providing care for someone with memory loss.

“We’ve combined our personal interest and understanding of memory loss issues with our experience at Baby Einstein in developing products for special needs audiences,” said Memory Lane Creative Director, Julie Aigner-Clark. “We know that people with memory loss have a rich history of life experiences that can be tapped into given the right mix of audio and visual stimulation. We’ve put together a product series that people are going to love and respond to.”

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Memory Lane's products are ideal for use in private homes, assisted living facilities, adult day care centers, hospitals, clinics, hospices, and nursing homes. Product previews and sales are available via the company Web site, www.MemoryLaneMedia.com or by calling, 1-877-9-MEMORY (877-963-6679).

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