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FOR IMMEDIATE RELEASE

Memory Lane Becomes National Corporate Sponsor of Alzheimer's Association

Multi-media company pioneers new approach to preserving connections with life and family

DENVER (May 18, 2006) — The Memory Lane Company today announced that they have become a National Corporate Sponsor of the Alzheimer's Association. The new relationship will provide the opportunity for both organizations to work together to help preserve the connections families and friends have with loved ones with people with Alzheimer's and other forms of memory loss. According to the Alzheimer's Association, there are currently 4.5 million American's with Alzheimer's disease, the most prevalent form of dementia. This number is predicted to grow to 16 million by 2050.

Launched in 2005, Memory Lane was conceived by the same award-winning team that created Baby Einstein® (now part of The Walt Disney Company). Like Baby Einstein, Memory Lane is based on a simple premise: media produced with a clear vision and loving care can enrich lives. The *Family Connect and Reflect* product line offers customized videos, music CDs and memory books specifically designed to appeal to people with cognitive loss. The products have been carefully designed to work together in a multi-sensory program that allows participants to enjoy experiences through sight, sound and touch and relive important moments in time.

“The Alzheimer's Association has been a valuable resource to millions of people across the nation who have had experiences with family members dealing with memory loss. We are thrilled to be a resource for the Association as we create additional products to help people find comfort and pleasure in their memories,” said Memory Lane President, Jeff Mettais.

As a result of this new relationship, Memory Lane products will include information from the Alzheimer's Association on the disease as well as resources available to people with the disease as well as their families. A portion of the *Family Connect and Reflect* product sales will be donated to the Association.

“Memories are precious and it's one of the first things affected in people with Alzheimer's,” said Nancy Cullen of the Alzheimer's Association. “We encourage family participation in activity-based interactions that use books and photos as a way of engaging those with Alzheimer's.”

About The Memory Lane Company

Memory Lane is a leading publisher of media products for people with memory loss and their caregivers. The Company's videos, music CDs and memory books offer a place where people can come together to reminisce, connect and share moments of joy.

The creative process at Memory Lane is based on a simple premise – media produced with a clear vision and loving care can enrich lives. For more information, visit www.MemoryLaneMedia.com

About the Alzheimer's Association

The Alzheimer's Association, the world leader in Alzheimer research and support, is the first and largest voluntary health organization dedicated to finding prevention methods, treatments and an eventual cure for Alzheimer's. For 25 years, the donor-supported, not-for-profit Alzheimer's Association has provided reliable information and care consultation; created supportive services for families; increased funding for dementia research; and influenced public policy changes. For more information, visit www.alz.org.