



FOR IMMEDIATE RELEASE

**ALZHEIMER'S ASSOCIATION INVITES PROVIDERS TO ADD PROFILES
FOR THE LAUNCH OF THE FIRST NATIONAL DEMENTIA-SPECIFIC
SENIOR HOUSING DATABASE**

(CHICAGO) JULY 17, 2007 — The Alzheimer's Association in collaboration with SNAPforSeniors is pleased to announce the upcoming launch of the Senior Housing Finder, the first national online dementia-specific senior housing database. The Alzheimer's Association and SNAPforSeniors invite all senior housing and residential care providers to complete a free SNAP-Profile so that their detailed information will be included in search results when the search engine goes live in November 2007. There is no cost associated with completing the profile.

The Senior Housing Finder is an extension of the Alzheimer's Association CareFinder experience. People living with dementia, family members and healthcare professionals currently use CareFinder to identify care options based on a person's needs and preferences. The addition of the Senior Housing Finder powered by SNAPforSeniors will provide innovative search tools that allow users to locate professional and residential care options that match the level of care an individual requires.

"The Senior Housing Finder is another example of our continued commitment to providing families touched by dementia with the tools they need to find quality care," says Peter Reed, PhD, Senior Director of Programs at the Alzheimer's Association.

The housing finder functions much like a regular search engine, allowing users to search by various geographic criteria, name of residence, housing type, availability status and license type. An advanced search option will also be available, which allows users to screen for desired lifestyle amenities and care services, including the specific level of dementia care offered. Consumers will access Senior Housing Finder directly through the Alzheimer's Association's web site. In addition, callers to Alzheimer's Association's 24/7 national Helpline who seek information about care options will be directed to the Senior Housing Finder, ensuring a high level of exposure for profiled housing and residential care settings.

There are a number of benefits associated with completing a SNAP-Profile, some of which include:

- Free, qualified, direct consumer leads
- Better resident matches, translating into increased retention and better outcomes

- A detailed web page showcasing the care services, security, dietary options, transportation, accommodations, activities, and lifestyle amenities offered
- A national online presence connected to the trusted name of the Alzheimer's Association.

In addition to the free listing, a photo gallery and availability posting service are offered for a nominal fee. The photo gallery includes a picture array with 12 high-quality photographs, and three 360° virtual tours. Availability posting allows you to show that you are currently accepting residents, which automatically moves you to the top of all qualified searches. Both upgrade options enhance a listing to increase the visibility for users of the Senior Housing Finder.

“The photo gallery and availability posting create an interactive and engaging experience for users searching the Senior Housing Finder, and give residence listings a more professional look and feel,” says Kellie Murray, Vice President of Provider Relations, SNAPforSeniors. “We also believe it is important to include family members who may live far away in the decision making process, and these features allow them an opportunity to ‘visit’ without leaving their home.” Murray explained that the benefits go beyond these issues, as listings that include photos are seven times more likely to be viewed, and those with availability postings are an astounding 120 times more likely to be viewed.

We invite you to go to SNAPforSeniors.com to fill out a profile or go to: www.alz.org and click on “Professionals & Researchers” tab and then click on “Professional Care Providers.”

Skilled nursing, assisted living and residential care providers are encouraged to call SNAPforSeniors Customer Service with any questions at 206-575-0728 or 1-888-651-SNAP (7627).

About the Alzheimer's Association®

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support and research. Our mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health. Our vision is a world without Alzheimer's. For more information, visit www.alz.org.

About SNAPforSeniors®

SNAPforSeniors®, Inc. (www.snapforseniors.com), is a Seattle-based corporation which offers a free online resource intended to empower users by providing them with the information and tools necessary to make informed decisions about senior housing. Founded in 2005, SNAPforSeniors provides the most current database of all licensed senior housing in the U.S., as well as a growing number of independent living communities. SNAPforSeniors (which stand for **S**earch **N**ew **A**vailable **P**laces) licenses its data and search tools to leading third party websites such as hospitals, non-profit organizations, and various commercial entities serving seniors and their families. For more information, e-mail info@snapforseniors.com or call 1-206-575-0728.

Media Contacts:

SNAPforSeniors, Inc.
Eve M. Stern, President
eve.stern@snapforseniors.com

Alzheimer's Association
media@alz.org
312-335-4078

206-575-0728 x2006

SNAPforSeniors is a registered trademark of SNAPforSeniors Inc. Alzheimer's Association CareFinder, and Alzheimer's Association Senior Housing Finder are trademarks of the Alzheimer's Association.