



The American System for Advancing Senior Health

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CONTACT:

Jeff Vaughan

VONCOM

610-533-4264

jv@voncom.com

***NUELIFE™ JOURNAL AND NUELIFE.COM, DEDICATED TO PROVIDING
CONSUMERS 55+ WITH CREDIBLE HEALTH INFORMATION, SERVICES AND
TOOLS, LAUNCH***

**The American System for Advancing Senior Health (ASASH™) Creates NueLife Brand to
Empower Seniors to Live Healthier, More Fulfilling Lives**

***Senior Health Experts, Including Dr. Mark Beers, MD, Editor-in-Chief Emeritus for The
Merck Manual for Geriatrics, Join Advisory Board***

DOYLESTOWN, PA – June 4, 2008 –The American System for Advancing Senior Health (ASASH™), the first health information and consumer services company dedicated solely to improving the health and well-being of consumers over the age of 55, announced today the launch of *NueLife™ Journal* and **NueLife.com** (www.nuelife.com). David Dierk, president of ASASH, made the announcement.

In cooperation with the University of the Sciences in Philadelphia and an advisory board of senior health experts from a broad range of backgrounds, including Dr. Mark Beers, MD, *NueLife* (in Greek numerals, “Nu” = 50 and “E” = 5) *Journal* and **NueLife.com** will provide America’s seniors with a unique suite of accurate, actionable health information, services and tools designed to empower them to live healthier, more fulfilling lives.

“A 2008 report from the Institute of Medicine of the National Academies (IOM) forewarns of a looming crisis among the nation’s rapidly growing senior population and the current U.S. healthcare system,” said Dierk. “The report emphatically states that new solutions must be provided for senior patients and the clinicians who care for them, and our own recent **Senior Health Index by ASASH™** tells us that consumers want those solutions. ASASH is the first system to provide the solutions that the IOM stipulates, with **NueLife** consumer and professional products and services designed to help employers, health plans, healthcare professionals and consumers reduce human suffering and control the costs associated with this critical issue.”

NueLife.com, the nation’s first Web site dedicated solely to senior health, launches today, following the release of the site in beta earlier this spring. The dynamic Web site provides customizable resources for the unique health and wellness needs of America’s seniors. All of the content is clinically reviewed and organized specifically with seniors in mind.

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NueLife.com offers the tools and guidance seniors need to take charge of their wellness, research and manage health conditions, earn money-saving coupons, and connect with others in a like-minded online community. The site also features blogs, including one hosted by Lisa Welford, RPh, former pharmacy director for Blue Cross Blue Shield of Michigan. The *My NueLife* personal page allows seniors to customize, update, and store, at their own pace, their personal health information in one easy-to-use, organized location. In the *NueLife Tips and Tools* section, seniors can access thousands of useful tips and actionable tools to keep them on the cutting edge of health information. Those tips can be kept on their personal *My NueLife* page, printed, or emailed and shared with a friend, family member, caregiver or doctor.

NueLife Journal will be published six times per year and distributed in physicians' waiting rooms and through managed care organizations to their members, starting in late summer 2008. The energetic, upbeat journal will be devoted to bringing America's seniors relevant and intriguing information to help them live their lives to the fullest.

NueLife Journal will offer clear, easy-to-use, expert information on a wide array of topics, including management and prevention of senior-specific diseases, good nutrition, fitness, Medicare tips and more. Cindi Caciolo, former editor-in-chief of *Prevention* magazine's special interest publications, serves as managing editor of **NueLife** consumer initiatives.

In addition to launching the journal and Web site, ASASH is currently developing **NueLife On Location**, interactive educational seminars led by healthcare professionals at senior centers, hospitals and other community venues nationwide. The series, which will be presented free-of-charge, will be designed to engage seniors on important health issues.

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About ASASH

The American System for Advancing Senior Health (ASASH™) (www.asash.net) will empower seniors to live healthier, more fulfilling lives by providing them with credible health information and services across a variety of formats. Backed by senior health experts from a range of backgrounds, ASASH is designed to help the 66 million Americans in the 55-and-older demographic and their healthcare professionals confidently navigate the complexity of the senior healthcare system. As a result, ASASH will provide seniors and their healthcare professionals with customized, accurate and actionable health information under the brand name "NueLife" (in Greek numerals, "Nu" = 50 and "E" = 5). NueLife initiatives will include *NueLife Journal* for consumers, NueLife.com (www.nuelife.com) for seniors, NueLifePro.com (www.nuelifepro.com) for senior health professionals, and the annual Advancing Senior Health Conference™ for health plan providers and senior health professionals. The System also includes the professional journals *Assisted Living Consult* and *Medicare Patient Management* and community-based educational seminars for consumers, known as "NueLife On Location," which are currently being developed.