

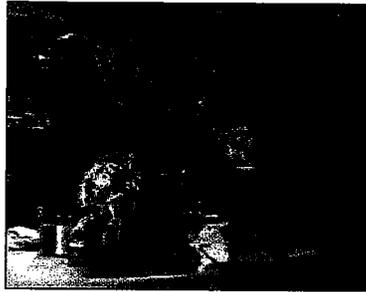


PRODUCT Senior Moment
MARKET San Francisco, CA
PROGRAM Eyewitness News At Noon
CODE # 030200530
TITLE Daughter Is Losing Memory/Costco

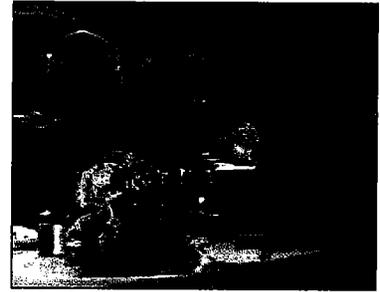
LENGTH 30
STATION KPIX
DATE 02/04/2003
TIME 12:10 PM
REV OF # 020407303



FEMALE (VO): I'm worried about her. She's starting to forget things.



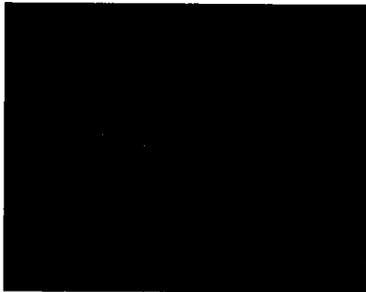
(MUSIC IN) (SFX: RESTAURANT IN)
 KATHY: I can't seem to remember anything these days.



WOMAN: Oh, Kathy. Even younger adults forget things.



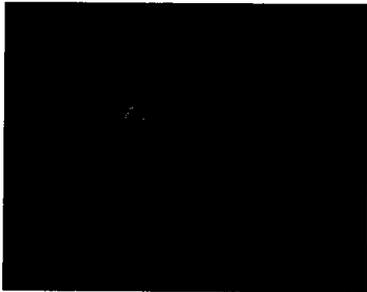
Dad and I take this. KATHY: Senior Moment?



I'm not a senior.



WOMAN: It's for adults of all ages.



KATHY: This isn't one of those trendy, herbal kind of--



WOMAN: No, no, no. This is a nutritional supplement just for the brain.



It helps us remember



and it's safe.



KATHY: Well, thanks, Mom.



With Senior Moment, I won't miss your birthday next year. WOMAN: Oh. (SFX/MUSIC OUT)

Exhibit A

VIDEO ALSO AVAILABLE

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TRANSCRIPT

DATE: SEPTEMBER 2, 2002
TIME: 6:34AM
STATION: WTOP-FM
LOCATION: WASHINGTON, D.C.
PRODUCT: SENIOR MOMENT / WALGREENS
LENGTH: :60
CODE: 0209-01597C

TITLE: DR. ANNA MARIE; REPORTER; WEB

DR. ANNA MARIE: I'm sure this has happened to you. You try to recall a name and it's right there on the tip of your tongue, but you just can't remember it. As we get older, our memory seems to play tricks on us more and more. I'm Dr. Anna Marie. I've been a television medical reporter for over ten years, and I have exciting news about a new nutritional supplement specially formulated to enhance memory in adults of all ages. Don't laugh, the name of the product is Senior Moment. It's a serious product with a name that's easy to remember. It's not one of those trendy herbal products. Senior Moment is truly the next generation in memory support. Senior Moment contains two brain-specific nutrients to help overcome mild memory loss. And what I like best? Senior Moment is from the makers of Cosamin DS, so you know it's a safe quality supplement. Don't forget, try Senior Moment. Even the name is easy to remember.

MALE ANNCR: Available at leading discount, drug and grocery stores. For more information, visit SeniorMoment.com. That's SeniorMoment.com.

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Exhibit B

NEW MEMORY ENHANCING SUPPLEMENT

"You don't have to be a senior to need Senior Moment!"



THE NEXT GENERATION IN MEMORY ENHANCEMENT*

- ◆ Advanced formula—
Not an herbal product—
NO GINKGO.
- ◆ Helps overcome mild memory loss.
- ◆ Contains a proprietary blend of brain-specific nutrients
- ◆ For adults of all ages

From Nutramax Laboratories[®],
the makers of
the Doctor Recommended Brand[™]
Glucosamine/Chondroitin Sulfate
Joint Health Supplement

Doctor Recommended Brand[™] COSAMIN[®]



U.S. Patent Nos. 5,214,945 and 5,597,205

* Source: Study conducted by Osteometric Society of 1,000
volunteers (ages 18-70) published in *Journal of Aging and Health*, 2000
Clinical Study Abstracts in Memory/Intelligence, 1999,
and *Chondroitin and Glucosamine*, 2000.



NUTRAMAX LABORATORIES, INC.
1-800-925-5187 • senior-moment.com • cosamin.com

*These statements have not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

FOR IMMEDIATE RELEASE



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Nutramax Laboratories Compiles Studies Affirming Efficacy of Senior Moment®

EDGEWOOD, Md. (May 16, 2002) – Nutramax Laboratories today announced that it is reaffirming the efficacy of its **Senior Moment®** product, a dietary supplement containing a proprietary blend of brain-specific nutrients shown to enhance memory, by making available a booklet of studies related to the product. Nutramax Laboratories is also the maker of CosaminDS, the No. 1 doctor-recommended glucosamine/chondroitin sulfate joint supplement*.

The booklet, **CLINICAL AND SCIENTIFIC STUDIES SUPPORTING THE USE OF SENIOR MOMENT® FOR MEMORY**, contains a summary of studies conducted to show that DHA and Cerebral Phospholipids, the two ingredients that comprise *Senior Moment*, have been proven to enhance memory. Nutramax lead researcher Chuck Filburn, PhD, who is the author of the fall 2000 *Journal of the American Nutraceutical Association* article that originally reviewed the studies, compiled the booklet.

The Cerebral Phospholipids and DHA unique to *Senior Moment* have been extensively tested in clinical and scientific studies for their effects on cognition and biochemical aspect of brain function. These studies have been published in such distinguished medical journals as:

- *Journal of the American College of Nutrition*
- *Journal of Neurochemistry*
- *American Journal of Clinical Nutrition*
- *Journal of Lipid Research*
- *Neurology*
- *Neurobiology of Aging*

“The Nutramax family stands behind the research that has gone into the development of all of our products,” said pharmacist Robert W. Henderson, president and CEO of Nutramax Laboratories. “We feel that to truly tell the whole Senior Moment story, people have to know the research behind it.”

The booklet is available free of charge to all interested parties including the news media, consumer groups and private individuals. To obtain a copy, please call 1-410-776-4000.

Nutramax Laboratories, based in Edgewood, Md., develops, manufactures and markets nutraceuticals for humans and companion animals. For more information about Senior Moment, visit www.senior-moment.com.

* Source: Survey conducted by *Orthopedics Today* of 1,000 Orthopedic Surgeons and Rheumatologists in April 2000 relating to glucosamine/chondroitin brands.

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"You don't have to be a senior
to need Senior Moment®"

SENIOR MOMENT®

DIETARY SUPPLEMENT



FOR
ADULTS OF
ALL AGES

ADVANCED MEMORY
ENHANCING* FORMULA

- Contains a proprietary blend
of brain-specific nutrients
- Helps overcome mild memory loss*



From the makers of Cosamin® DS

75 Liquid-filled
Vegetable-based Capsules
(Indicaps™)

RECOMMENDATION:

To maintain normal memory function*, take 1 capsule daily.

For severe memory loss, consult your physician.

For complete product and dosage information, see package insert.

While there are no known interactions or side effects with Senior Moment®, if you have any condition that requires medical attention, you should always consult your physician before taking any drug or dietary supplement.

KEEP OUT OF REACH OF CHILDREN. KEEP IN A COOL, DRY PLACE.

Supplement Facts

Serving Size 1 Capsule

	Amount Per Capsule	
▲ Cerebral Phospholipids (from standardized porcine extract)	50mg	†
Docosahexaenoic Acid (DHA) (from standardized algal oil extract)	40mg	†

† Daily Value Not Established

Other ingredients: Sunflower oil, hydroxypropylmethylcellulose, ascorbyl palmitate, tocopherols, water, propylene glycol, titanium dioxide color, FD&C Red #3, FD&C Yellow #5, and FD&C Blue #1
Algal oil from Martek Biosciences Corp.

* These statements have not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



NUTRAMAX LABORATORIES®, INC. EDGEWOOD, MARYLAND 21040
senior-moment.com • 1-800-925-5187

SENIOR MOMENT®

Exhibit F

ADVANCED MEMORY ENHANCING*
DIETARY SUPPLEMENT



What is *Senior Moment*?

Senior Moment is a liquid-filled capsule containing cerebral phospholipids and docosahexaenoic acid (DHA) taken once a day to help maintain memory function or taken more frequently, according to the directions provided, to help enhance memory function.* *Senior Moment* is rich in the same phospholipids in the same combination as found in your brain.



What are phospholipids and DHA?

Phospholipids are fats that are essential to the healthy structure of cell membranes in the brain. *Senior Moment* contains the same combination of phospholipids found in optimally functioning brains. DHA is an essential fatty acid present in brain phospholipids. It enhances the benefit of the cerebral phospholipids found in *Senior Moment*. Additionally, DHA provides further protection against the breakdown of the brain's cellular structure and supports optimal memory function.

Why can't I remember things the way I used to?

There are many reasons why you may not remember things as well as you used to. This may be caused by aging, stress, and deficiencies in your diet. Young nerve and brain cell membranes are fluid and permeable, allowing chemical messengers and impulses to easily interact with the cells. This dynamic flow is responsible for efficient brain and memory function. Nutrients called phospholipids are important in maintaining the cell membrane structure required for this activity. Cell membranes require specific types of phospholipids in specific combinations. Nerve cells require a unique combination of phospholipids to maintain optimum nerve, brain, and memory performance.

How did this happen?

Aging, stress, and diet can lead to brain cell membranes becoming rigid and less permeable. This change in cell membrane structure decreases the efficiency of brain function and memory. This process is accelerated by a diet lacking in the specific phospholipids and fatty acids necessary to keep the brain's chemical messengers and impulses working at their highest level.

How can *Senior Moment* help?

Scientific research indicates that supplementation with the brain-specific phospholipids and DHA found in *Senior Moment* can compensate for aging, stress, and diet-related deficits in these phospholipids. *Senior Moment* is specifically designed to restore these deficits.*

How is *Senior Moment* different from other supplements that are supposed to help memory loss?

Phospholipids from vegetable sources, including soy and several other dietary supplements, lack the specific compounds critical in regulating brain transmissions and function. Younger individuals may be able to convert the compounds from other sources into specific membrane structures the brain requires. However, older individuals benefit most when these compounds are provided directly in the supplement.

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Exhibit F

Unlike some dietary supplements that claim to increase circulation in the brain, *Senior Moment* actually supplies specific nutrients (phospholipids and DHA) the brain requires for optimal memory function. The components of cerebral phospholipids and DHA found in *Senior Moment* are capable of passing through the brain's protective barrier. There, these compounds enter the brain and become incorporated into the cell membrane, thus helping brain cell activity and performance.*

Why is *Senior Moment* in a liquid-filled capsule?

Liquid-filled capsules represent a state-of-the-art technology in the dietary supplement industry. A tamper evident seal locks the capsule together. This prevents the leakage of liquid and oxidative damage to the active ingredients in *Senior Moment*. Nutramax Laboratories®, Inc. follows the manufacturing and quality control standards developed by the pharmaceutical industry.

Directions for Use:

- To help maintain memory function, take 1 or 2 capsules daily, preferably in the morning.
- To help enhance memory function, intake can vary depending on individual needs and may be increased up to 6 capsules daily.
- For severe memory loss, consult your physician.
- *Senior Moment* should be taken during the day; if taken prior to bedtime it may increase mental awareness and interfere with sleep in certain individuals.
- Research on the components indicates *Senior Moment* should be taken on a continual daily basis for maximum effect.

*Developed by the makers of Cosamin® DS,
the #1 Doctor Recommended brand of Glucosamine/Chondroitin Sulfate*
(Source: April 2000 survey by *Orthopedics Today* of 1,000 orthopedic surgeons and rheumatologists relating to glucosamine/chondroitin sulfate brands.)

Questions? Contact Nutramax Laboratories®, Inc. at 1-800-925-5187 or check the website:
www.senior-moment.com or www.nutramaxlabs.com.



2208 Lakeside Boulevard • Edgewood, Maryland 21040
1-800-925-5187 1-410-776-4000

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