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**THE AMERICAN SYSTEM FOR ADVANCING SENIOR HEALTH (ASASH™)
ANNOUNCES FIRST ANNUAL ADVANCING SENIOR HEALTH CONFERENCE™
FOR OCT. 1 – 2, 2008, IN PHILADELPHIA**

**Leading-Edge Conference Will Bring Together Health Plan Providers and
Senior Health Professionals to Discuss New Strategies to
Improve Outcomes for Seniors**

DOYLESTOWN, PA – March 19, 2008 – The American System for Advancing Senior Health (ASASH™) will offer its first annual Advancing Senior Health Conference Oct. 1 – 2, 2008, at the Sheraton Philadelphia City Hotel in Philadelphia. David Dierk, president of ASASH, made the announcement today.

This pioneering conference, titled “The Silver Tsunami: Let’s Prepare! New Strategies to Help Today’s Healthcare Leaders,” will bring together healthcare professionals from all levels of the health system, including health plans, medical groups and clinicians.

“As America’s 80 million Baby Boomers start to turn 65, a ‘Silver Tsunami’ will wash over the country,” says ASASH advisory board member Dr. Richard Stefanacci, DO, MGH, MBA, AGSF, CMD, Executive Director, Center for Medicare Medication Management, the University of the Sciences in Philadelphia. “Improved senior outcomes, lower health costs and better quality of life are fast becoming key issues for American seniors and their caregivers. Now – not later – is the time to reconsider the traditional approach to geriatric healthcare at all levels of the system.”

The Advancing Senior Health Conference will be a comprehensive, two-day educational event where attendees will hear from some of the industry’s top thought leaders; learn about innovative methods of assessment and care and the benefits of treatment decisions; and earn continuing education credits. The Conference is sponsored in part by Eli Lilly and Company through an educational grant for a program on depression.

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Keynote speakers will include Dr. Mark Beers, MD, editor-in-chief emeritus of *The Merck Manual for Geriatrics* and author of the well-known “Beers List” (speaker topic: *Getting in Sync: Healthcare and an Aging America*), and Dr. James R. Mault, MD, Director of New Products and Business Development, Health Solutions Group for Microsoft Corp. (speaker topic: *Applying Technology to Enhance Outcomes for America’s Seniors*). The Conference will also offer seminars on a broad range of topics, including vaccinations, sleep disorders, chronic pain management, diabetes, lipid management, hypertension, COPD, Parkinson’s Disease, preventative care and wellness, and more. Dr. Beers will co-chair the Conference with Dr. Stefanacci.

The Conference is being developed in collaboration with the University of the Sciences in Philadelphia, which, in conjunction with the Postgraduate Institute of Medicine, will offer continuing education credits for physicians, pharmacists and nurses.

The event’s media partners are *Medicare Patient Management*, *Assisted Living Consult* and *American Nurse Today*. Sponsorship opportunities are available for exhibits, keynotes, and CME/CPE/CNE programs. For registration and sponsorship information, visit www.ash-conference.com.

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About ASASH

The American System for Advancing Senior Health (ASASH™) (www.asash.net) will launch in mid-April 2008 to 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* for seniors, *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.