



CogniFit and Catalyst Benefits, Inc Partner to Help Improve Brain Fitness among Aging Adults

Catalyst Benefits Offers CogniFit's Personalized Brain Fitness Program Through Aging Adult Affinity Programs in 270 Hospitals and Organizations in North America

Seattle, WA – January 29, 2008 – CogniFit, Ltd., the leading producer of personalized brain fitness programs, announced today that it will partner with Catalyst Benefits, Inc., the premier provider of innovative and high quality benefits to the world of health care aging related adult affinity programs, to make CogniFit's brain fitness software available to nearly 2.1 million people over the age of 50 who take part in health care affinity programs offered by Catalyst.

Mental sharpness and agility are the keys to maintaining a fulfilling lifestyle, but have also been shown to decline with age. One study completed in 2005 revealed that, of 500 older adults, 13.4 percent of the subjects fulfilled criteria for aging-associated cognitive decline. Four years later, the prevalence rates in those subjects rose to 23.6 percent. Today research has shown that as we age the mature brain can maintain or improve cognitive performance with regular mental exercise.

CogniFit's brain fitness software, which Catalyst Benefits will provide to people participating in adult affinity programs, offers highly personalized brain fitness training based on an initial assessment of the individual's unique cognitive profile. Because CogniFit brain fitness training is customized and adapts to the user's progress while they work out, the program is more effective and efficient at improving cognitive performance and vitality.

"Catalyst is committed to providing the best proactive and unique health options for the whole health of the people our clients serve," said Bruce Mondschain, President of Catalyst Benefits. "We're seeing new technologies today that can do much more to prevent cognitive decline and improve our vitality as we age, and we believe it is vital to share those tools with our clients and the people they serve."

"The innovative approach to health benefits demonstrated by Catalyst shows their position as an industry leader," said Amichai Bar-Nir, CEO of CogniFit. "By providing brain fitness software for their affinity programs, Catalyst is demonstrating its willingness to look beyond conventional health options, and we believe that the people involved in their affinity programs will recognize the benefits when they use the CogniFit brain fitness programs."

About Catalyst Benefits, Inc.

Catalyst Benefits, Inc., a Northbrook, Illinois based company and the recipient of the American Society On Aging Business of the Year award for 2004, is committed to providing the finest in "stand-alone" benefits to hospital membership programs throughout the United States. At present, Catalyst serves over 275 hospitals and health care related organizations with memberships in excess of 2.1 million adults over the age of fifty. In being recognized as the "voice of the industry," Catalyst Benefits has long recognized the critical link between affinity programs and the strategic initiatives of the host organization. For more information, please call (800) 814-0015, or visit www.catalystbenefits.com.

About CogniFit

CogniFit brain fitness programs provide an assessment of the cognitive abilities that are most affected by aging, before creating personalized training programs. Based on more than 30 years of neuro-scientific research, CogniFit's scientifically-validated, patented brain fitness programs are personalized to each user's skills and needs to help enhance their cognitive performance and health. Shlomo Breznitz, Ph.D., founded CogniFit in 1999 with the goal of using the latest cognitive research to help people of all ages maintain and improve their quality of life through brain fitness assessment and training. Dr. Breznitz has had a long and distinguished academic career and has been at the forefront of cognitive training using a personal computer. CogniFit offers training programs for a wide range of cognitive skills needed for everyday functioning, as well as cognitive skills needed for specific activities such as driving. To learn more about CogniFit, please call (866) 669-6223, or visit the website at www.cognifit.com.

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