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**PINNACLE HEALTH COMMUNICATIONS™, LLC, LAUNCHES
THE AMERICAN SYSTEM FOR ADVANCING SENIOR HEALTH (ASASH™)
TO EMPOWER SENIORS WITH CREDIBLE HEALTH INFORMATION**

**ASASH's "NueLife™" Journal, Web Sites and Educational Events Will Help Seniors and
Their Healthcare Professionals Confidently Navigate Senior Health Issues**

DOYLESTOWN, PA – March 17, 2008 – Pinnacle Health Communications™, LLC, today announced the launch of 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. ASASH will empower America's seniors to live healthier, more fulfilling lives by providing them and their healthcare professionals with reliable health information and services across a variety of formats. David Dierk, president of Pinnacle Health Communications, a specialty healthcare communications firm, made the announcement.

According to Dierk, ASASH will also establish an important baseline for tracking senior health behavior in the United States when it conducts its first annual "Senior Health Index by ASASH™" in Spring 2008. Results of the Index, which will be conducted in partnership with leading polling firm Zogby International, will be announced this spring.

ASASH has assembled a team of senior health experts 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 launching in 2008 include a consumer journal, a Web site for seniors and one for their healthcare professionals, and an annual educational conference for health plan providers and senior health professionals from all disciplines and specialties. Community-based educational seminars for consumers are also being developed.

"On average, seniors spend 300 percent more for healthcare than consumers age 18-44 and yet they have a very difficult time finding information, services and even healthcare designed specifically for them, which causes considerable human suffering and healthcare resource waste," says Dierk. "As demographic trends turn Baby Boomers into Elder Boomers,

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America is entering an entirely new era in senior healthcare as the largest portion of our population begins to apply unique sophistication, knowledge and demand for quality in the healthcare system. ASASH will fill a void in the marketplace by becoming the only go-to source for credible health information geared specifically toward seniors and their healthcare professionals.”

To develop ASASH, Pinnacle brought together senior health experts from a broad range of backgrounds to serve as employees and advisory board members. Prominent advisory board members include Mark Beers, MD, editor-in-chief emeritus of *The Merck Manual for Geriatrics* and author of the well-known “Beers List,” and Richard Stefanacci, DO, MGH, MBA, AGSF, CMD, Executive Director, Center for Medicare Medication Management, the University of the Sciences in Philadelphia. ASASH employees include Lisa Welford, RPh, former pharmacy director for Blue Cross Blue Shield of Michigan; and Cindi Caciolo, past editor-in-chief of *Prevention* magazine’s special interest publications.

“We are launching ASASH to start a nationwide dialogue among consumers, caregivers and healthcare professionals on the importance of improving senior health outcomes and to provide a consistent source of credible health information and tools to the nation’s rapidly growing senior population,” says Dr. Stefanacci.

The ASASH team plans to launch the following products and services:

For consumers:

- ***NueLife Journal***, which will provide seniors with information, inspiration, guidance and tools to help them enjoy better health and longer, happier lives
- ***NueLife.com***, the nation’s first Web site dedicated solely to senior health
- ***NueLife On Location***, interactive educational seminars led by healthcare professionals at senior centers, hospitals and other community venues nationwide

For healthcare professionals:

- ***NueLifePro.com***, which will highlight best practices in senior healthcare, offer downloadable patient education tools, and allow professionals to register to receive clinical updates and disease newsletters
- ***The Advancing Senior Health Conference™***, an annual educational conference for healthcare professionals from all levels of the health system, including health plans, medical groups and clinicians. The 2008 Advancing Senior Health Conference, called “The Silver Tsunami: Let’s Prepare! New Strategies to Help Today’s Healthcare Leaders,” will be held Oct. 1 – 2 in Philadelphia in collaboration with the University of the Sciences in Philadelphia. Keynote speakers at the continuing education seminar will include Mark Beers, MD, and James R. Mault, MD, director of New Products and Business Development, Health Solutions Group for Microsoft Corp. For more information visit www.ash-conference.com.

To round out ASASH’s products for senior health professionals, Pinnacle Health Communications will continue to publish *Assisted Living Consult* and *Medicare Patient Management* journals through its sister company HealthCom Media. *Medicare Patient*

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Management is the only medical journal dedicated to reaching the top physicians and health plan executives providing care to Medicare patients, and *Assisted Living Consult* is the only medical journal designed for caregivers and health clinicians serving residents in assisted living communities.

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About Pinnacle Health

Pinnacle Health Communications™, LLC, (www.pinnaclehc.com) is a full-service communications firm based in Doylestown, Pa. The firm specializes in communications programs to specific audiences, including senior patients as well as managed care, employer and pharmacy audiences. The firm has created a number of nationally recognized programs and earned numerous awards for excellence. Pinnacle was created in 1998 by three principals, David Dierk, Mark DiLuigi and Greg Osborne.

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 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.