



It's all about quality of life...

We all want to be able to enjoy life to the fullest, but to do that, you have to keep your mind sharp. And while cognitive decline is a concern for all of us, there are three simple but effective things you can do *right now* to keep your brain healthy and reduce your risk of cognitive decline and dementia.

- Maintain your cardiovascular health—weight, blood pressure, and cholesterol.
- Eat a heart-healthy diet and get 30 minutes of moderate cardiovascular exercise every day.* What's good for the heart is good for the brain.
- Give your brain a daily workout to help build new neurons and synapses that help your brain fight cognitive decline.

How can I give my brain an effective workout?

Dakim BrainFitness is a scientifically-based, comprehensive brain-training program, designed specifically to help people over 65 keep their minds sharp!



Dakim BrainFitness cross-trains the brain in six essential cognitive domains to improve memory now and protect brain health long-term.

And studies have also shown cognitive exercise can delay the most serious memory loss for those already diagnosed with mild cognitive impairment.¹

Has Dakim been clinically tested?

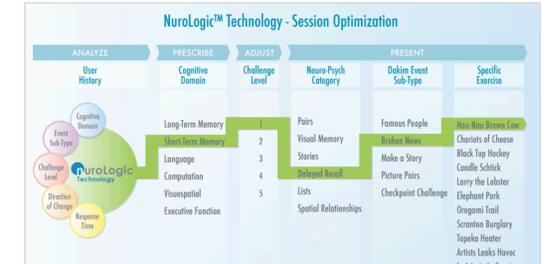
Not just tested, Dakim BrainFitness has been *proven* in a clinical trial to significantly improve cognitive function in older adults—including short-term memory and language abilities.²

Does Dakim provide a broad-based, comprehensive workout? Does it adjust to my abilities?

Every day, we ask our brains to perform many tasks, each drawing on areas of brain function called cognitive domains. Dakim BrainFitness exercises the six most essential domains.

Dakim integrates nearly 100 different game formats—and thousands of scientifically based exercises—into a comprehensive program proven to significantly improve overall cognitive function, including short-term memory and language abilities, as it strengthens attention, focus, and concentration.

Dakim's patented NuroLogic™ Technology optimizes the therapeutic benefit and the user experience of every session. It selects exercises from each of the six cognitive domains to ensure you get a comprehensive workout, and self-adjusts the level of challenge in each domain so every user receives a workout that precisely matches his or her individual abilities—never too hard or too easy.



Dakim's patented NuroLogic Technology uses highly sophisticated algorithms to deliver cognitive exercises that precisely match a user's cognitive abilities.

Dakim BrainFitness exercises six crucial cognitive domains:

Long-term memory is the storehouse of factual knowledge from schooling and experience.

Short-term memory relates to the storage and retrieval of new information. This ability declines with age, but Dakim has been proven to improve short-term memory.

Language is essential to understanding, decoding, responding to, organizing, and processing written and verbal information.

Computation skills are important in everyday activities and reside in the areas of long-term memory and critical thinking.

Visuospatial ability is the perception of spatial relationships among objects.

Executive Function (critical thinking) involves the ability to evaluate, interpret, and make inferences based on systematic and analytic reasoning. It also includes the mental control to hold information in your head while manipulating it—an essential skill to practice if your goal is to improve brain power.

Are Dakim's exercises enjoyable?

More than enjoyable... they're downright fun!

Dakim's philosophy of brain training can be boiled down to two simple truths:

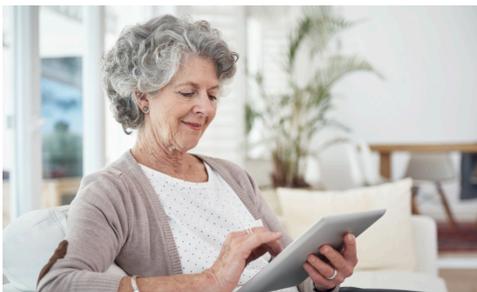
- Even the best scientifically based brain-training exercises are worthless unless you actually do them!
- People only do what they enjoy.

That's why Dakim's brain games feature vibrant imagery, movie clips, music, humor, storytelling, and sophisticated, imaginative game formats. Our exercises are the most fun you can have with your thinking cap on!



Is Dakim BrainFitness convenient to use?

You bet! You can use Dakim BrainFitness anytime, anyplace... like in the privacy and comfort of your own room, on your own schedule, because you can use your own PC, Mac, or iPad—or any computer your community provides for public use.



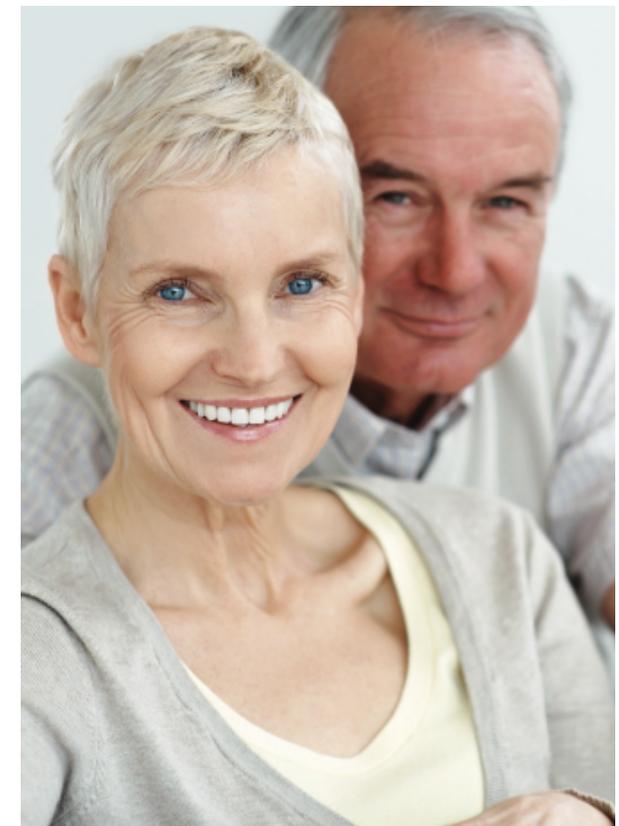
The bottom line... Dakim has what you want!

To help you improve your memory as you strengthen your attention, focus, and concentration, clinically proven Dakim BrainFitness:

- Cross-trains in six essential cognitive domains
- Adjusts across five levels of challenge in real time to give you an individualized workout
- Is designed for long-term use
- Offers more than 100 scientifically based exercise formats with thousands of individual exercises that are truly fun
- Can be used on PCs, Macs, and iPads
- Takes just 20 minutes three to five times per week.

Give it a try—you've got everything to gain, and nothing to lose!

Because your mind matters™



Keeping your mind sharp is the key to getting the most out of life

Dakim BrainFitness—the clinically proven brain fitness program created specifically for people over 65!

1. Hall C., et al. Cognitive activities delay onset of memory decline in persons who develop dementia. *Neurology* 73:356–361, 2009.

2. Miller K et. al. Effect of a Computerized Brain Exercise Program on Cognitive Performance in Older Adults. *American Journal of Geriatric Psychiatry* 21:7:665-663, July 2013

* With the approval of your physician