



Finding Your Lifelong Potential

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**Martek Biosciences and the National Center for Creative Aging  
Take “Beautiful Minds: Finding Your Lifelong Potential” Exhibit on the Road**

***Photo Essay Exhibit Explores How Aging Adults are Keeping Their Minds Sharp Through the  
“Four Dimensions of Brain Health”***

**COLUMBIA, Md. – Dec. 7, 2010** – Martek Biosciences’ (NASDAQ: MATK) “[Beautiful Minds: Finding Your Lifelong Potential](#),” a campaign created in partnership with the National Center for Creative Aging (NCCA) to raise awareness of the importance of brain health and creativity throughout life, is kicking off its year-long traveling photo essay exhibit December 7-10 at the [Fourth Annual International Conference on Positive Aging](#) in Los Angeles.

The photo essay exhibit profiles 11 men and women, ages 63-92, selected by Martek and NCCA, who demonstrate accomplishment, creativity and reinvention in the second half of their lives. These “Beautiful Minds” maintain healthy lifestyles that fulfill the four dimensions of brain health: the nourished mind, the physically active mind, the socially connected mind and the mentally engaged mind. Brain health and the fear of losing mental capacity are high on the list of concerns for 55 percent of baby boomers, a group that accounts for more than 25 percent of the U.S. population.<sup>1</sup>

Attending the event will be Suzanne Knode, 67, of Burbank, California, one of the Beautiful Minds featured in the exhibit. Knode is a screenplay writer, whose short film, *Bandida*, was featured at the Valley Film Festival. She will speak at the conference about her late-life transformation into an artist. Knode was chosen as a Beautiful Mind based on her newfound dedication to creatively reinvent herself and mentally engage her mind.

“The “Beautiful Minds” campaign, particularly this exhibit, was designed to inspire aging adults to be proactive about their brain health by participating in creative activities that promote cognitive stimulation, including maintaining a healthy diet and staying involved in a physical or mental activity that they love

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whether it's singing or doing crossword puzzles — no matter what their age,” according to Gay Hanna, Ph.D., M.F.A. and executive director for the NCCA.

“The foundation of the Beautiful Minds campaign is to inspire Americans to protect and maintain a beautiful mind throughout their adult life,” said Steve Dubin, CEO of Martek. “We’re excited to kick off this exhibit tour, and share these 11 personal beautiful minds stories with people across the country.”

The Fourth Annual International Conference on Positive Aging is hosted by the Institute for Social Innovation at Fielding Graduate University, in Los Angeles. The exhibit will also be showcased at other healthy-aging-focused conferences throughout 2011, including:

- The Annual Aging in America Conference, presented by the American Society on Aging, in partnership with the National Council on Aging in San Francisco, April 26-30, 2011
- The American Public Health Association Conference in Washington, D.C., October 29- November 2, 2011
- The Gerontological Society of America Conference in Boston, November 18-22, 2011
- The George Washington University and Howard County Council on Aging exhibition, in partnership with NCCA and IONA Senior Services in Washington, D.C., date to be determined
- The Elders Share the Arts exhibition in partnership with the Brookdale Center for Healthy Aging & Longevity of Hunter College in New York City, date to be determined

### **The Science of Brain Health**

The Beautiful Minds campaign is built upon a new scientific assessment developed in conjunction with the National Center for Creative Aging and Dr. Michael Roizen. The assessment explores the lifestyle factors that may help to improve overall brain health, including memory performance, and outlines the aforementioned four dimensions of brain health.

Among the key research findings summarized in the assessment is the Memory Improvement with Docosahexaenoic Acid (DHA) Study (MIDAS), published online May 3, 2010, in *Alzheimer's and Dementia: The Journal of the Alzheimer's Association*. MIDAS is the first large, randomized and placebo-controlled study demonstrating that DHA omega-3 improved memory function in healthy aging adults, providing a benefit roughly equivalent to having the learning and memory skills of someone three years younger.

### **Beautiful Minds: The Benefits of DHA Omega-3**

Despite its importance, most people eating a western diet do not consume enough DHA. In the MIDAS study, healthy people age 55 and older with memory complaints who took 900 mg algal DHA capsules daily for six months had almost double the reduction in errors on a test that measures learning and memory performance versus those who took a placebo.

The source of DHA used in MIDAS was a vegetarian and sustainable algal DHA manufactured by Martek Biosciences and marketed to consumers under the brand name of *life'sDHA*™. Consumers who are looking for algal DHA supplements that will enable them to easily achieve DHA intake comparable to the amount used in this study can find them at major retailers like Walmart, CVS and Walgreens under the Algal-900 DHA product name.

To learn more about “Beautiful Minds: Finding Your Lifelong Potential,” visit [www.beautiful-minds.com](http://www.beautiful-minds.com).

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### **About Martek Biosciences Corporation**

Martek Biosciences Corporation (NASDAQ: MATK) is a leader in the innovation, development, production and sales of high-value products from microbial sources that promote health and wellness through nutrition. The company is the world's leading provider of algal DHA omega-3 with its flagship product, *life'sDHA*<sup>™</sup>, a sustainable and vegetarian source of algal DHA omega-3 important for brain, heart and eye health throughout life, for use in foods, beverages, infant formula, and supplements. The company also produces *life'sARA*<sup>™</sup> (arachidonic acid), an omega-6 fatty acid, for use in infant formula and growing up milks. Additionally, Martek's subsidiary, Amerifit Brands, develops, markets and distributes branded consumer health and wellness products in major mass, club, drug, grocery and specialty stores and holds leading brand positions in all of its key product categories. For more information on Martek Biosciences, visit [www.martek.com](http://www.martek.com). For a complete list of *life'sDHA*<sup>™</sup> or *life'sARA*<sup>™</sup> products, visit [www.lifesdha.com](http://www.lifesdha.com). For more information about Amerifit Brands, visit [www.amerifit.com](http://www.amerifit.com).

### **About the National Center for Creative Aging**

The National Center for Creative Aging (NCCA) was founded in 2001 and is dedicated to fostering an understanding of the vital relationship between creative expression and healthy aging and to developing programs that build on this understanding. Based in Washington, D.C., NCCA is a nonprofit with 2,500 members and is affiliated with The George Washington University. [www.creativeaging.org](http://www.creativeaging.org)

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<sup>1</sup> *Today's Dietitian*, January 2010