



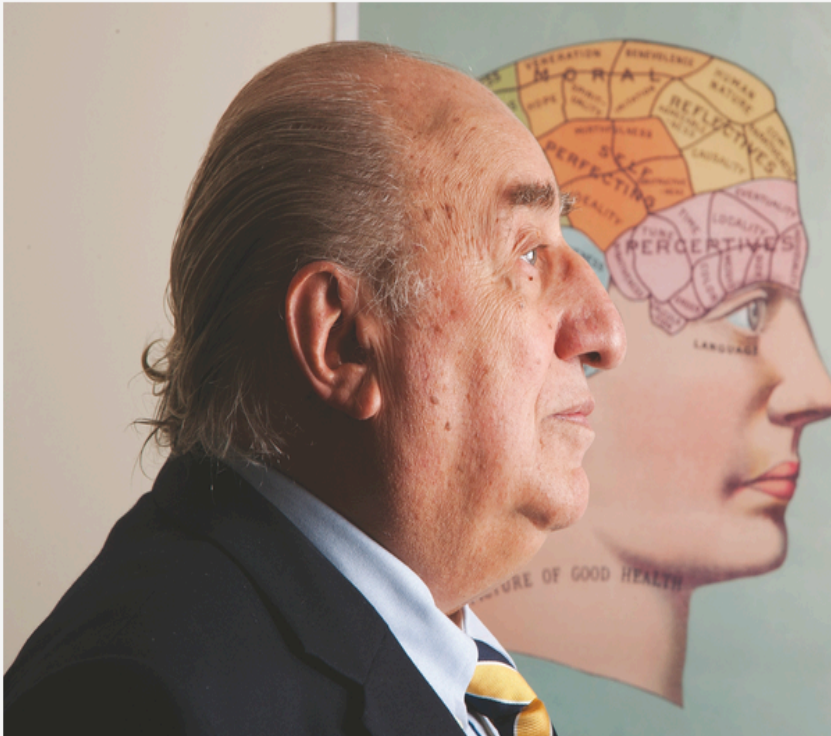
MEMORY TRAINING CENTERS OF AMERICA

MTCA Press Release

December 11, 2014

GOTHAM GIGS

An Alzheimer's treatment committed to memory



Peter Magaro's company offers a series of verbal and visual exercises for people in the early stages of Alzheimer's.

Mr. Magaro, a psychologist, was in academia for 30 years, studying memory and the brain at the University of Maine and Ohio State University. In the 2000s, he developed a series of verbal and visual exercises for patients in the early stages of Alzheimer's disease.

Now part of a suite of services offered by the Memory Training Centers of America, the exercises are designed to slow the progress of Alzheimer's. Mr. Magaro started the company in 2002 in a hospital in Bay Ridge, Brooklyn. It's currently based in Forest Hills, Queens, with 145 locations in nine states and 230 staffers. Its revenue is projected to top \$5 million this year. MTCA is currently seeking investors to contribute to its ongoing expansion.

One challenge is getting to patients before they show serious signs of mental deterioration—when cognitive training like this might help. A patient with moderate or advanced Alzheimer's won't benefit, Mr. Magaro said. A healthy patient might—but Medicare, the memory-training center's biggest payer, won't shell out for a healthy patient to undergo the process.

He's hopeful that the spread of consumer-level brain workouts, such as those in the Lumosity online tool, creates more awareness for clinical services like his.

"Ten years ago, people would say to us, 'You can't help people when they're old,' " he said. "There's been a sea change in how people view medicine."

MTCA will be sponsoring a conference in Long Island, New York at the beginning of the year on new approaches to treatment of Alzheimer's which focus on biotechnology and diseases in aging perspective.

MEMORY TRAINING CENTERS OF AMERICA

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