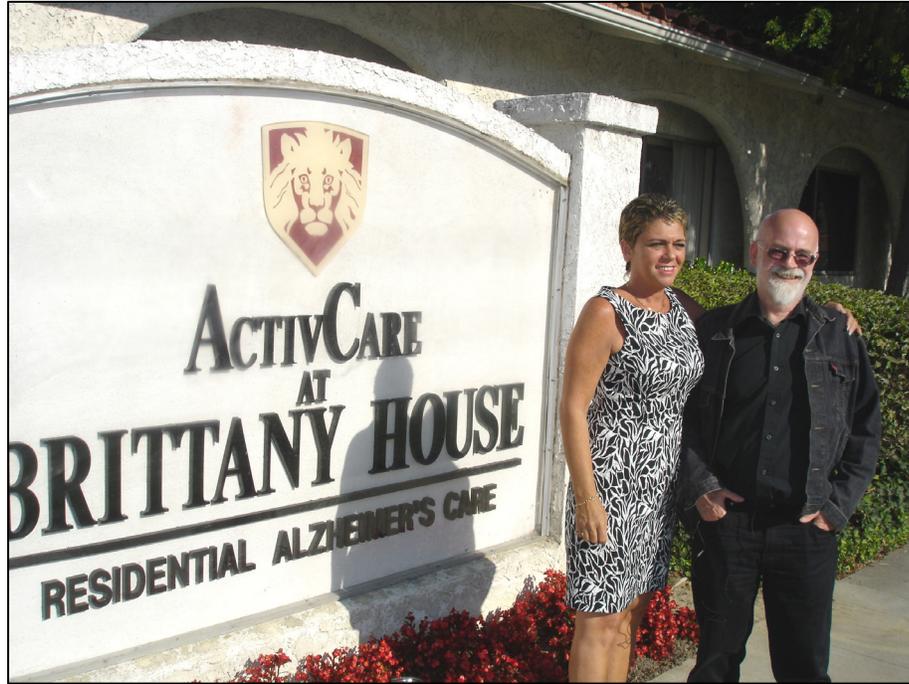


**Best Selling Author Terry Pratchett visits
Brittany House – ActivCare® Residential Alzheimer’s Care
on August 7th, 2008**



*Colleen Rozatti, Director of Brittany House
& Terry Pratchett, Author*

Terry Pratchett is an English fantasy, science fiction, and children's author. Pratchett was the UK's best-selling author of the 1990s, and as of December 2007 has sold more than 55 million books worldwide, with translations made in 33 languages. He is currently the second most-read writer in the UK, and seventh most-read non-US author in the US. In 2001 he won the Carnegie Medal for his children's novel *The Amazing Maurice and his Educated Rodents*.

In August 2007, Pratchett was misdiagnosed as having had a minor stroke in 2004 or 2005, which was believed to have damaged the right side of his brain. While his motor skills had been affected, the observed damage had not impaired his ability to write. On December 11, 2007, Pratchett posted online that he had been newly diagnosed with a very rare form of early-onset Alzheimer's disease, which he said "lay behind this year's phantom 'stroke'." He has a rare form of the disease called posterior cortical atrophy, in which areas at the back of the brain begin to shrink and shrivel. Leading the way, Pratchett stated that he feels he has time for "at least a few more books yet", but revealed that he now found it too difficult to write dedications when signing books.

Terry Pratt is a patron of Alzheimer's Research Trust of the United Kingdom which funds world class research to find ways to cure, prevent, or treat Alzheimer's Disease and related dementias. They also provide free information on the disease and new treatments available.

In March 2008, Pratchett announced he was donating one million US dollars to the Alzheimer's Research Trust, claiming he had spoken to at least 3 brain tumor (cancer) survivors whilst he had spoken to no survivors of Alzheimer's disease, and that he was shocked "to find out that funding for Alzheimer's research is just 3% of that to find cancer cures." Of his donation Mr. Pratchett said: "I am, along with many others, scrabbling to stay ahead long enough to be there when the Cure comes along." Pratchett's donation inspired an internet campaign where fans hope to 'Match it for Pratchett', by raising another \$1 million.

In April 2008, a UK Production Company and BBC began working with Pratchett to make a documentary series based on his illness. He visited Brittany House – ActivCare® Residential Alzheimer’s Care on August 7th, 2008 to learn about their ActivCare® Program and their approach to Alzheimer’s and Dementia care. This visit will appear in the documentary series.

Terry and the documentary film crew visited Brittany House to allow Terry the opportunity to see a community and specialized care program that focuses on the day to day care of residents with Alzheimer’s Disease. Terry toured the community with Executive Director Colleen Rozatti and met with family members of Brittany House residents to learn about their journey as family caregivers.

Since 1989, ActivCare® at Brittany House has provided the finest residential living and care programs for residents affected by Alzheimer's Disease or other related dementia.

Brittany House is located in Long Beach, CA and is specially designed to adapt to the unique needs of people who have Alzheimer's disease or other related dementia. The programs are therapeutic in nature and address the physical, mental, psychological and spiritual needs of each individual. The resident's individuality, dignity, and self-esteem are maintained while strengths and abilities are maximized in a home-like setting.

During his visit to the Los Angeles area Mr. Pratchett also met with researchers and scientists at UCLA before traveling to New York to visit the Mayo Clinic.