



News Release

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Medical Care Corporation Licenses Memory Assessment Technology to LifePlans, Inc.

Irvine, CA, February 21, 2004—The latest version of Medical Care Corporation's (MCC) proprietary technology for assessing memory and detecting early stage cognitive decline has been licensed exclusively to LifePlans, Inc for underwriting and claims assessment applications in the long-term care (LTC) industry. As part of the licensing agreement, LifePlans, Inc. and MCC will cooperate to customize the technology to incorporate industry specific parameters important to LifePlans' clients.

MCC officials noted that LifePlans, Inc. is an ideal partner because they bring extensive knowledge of the LTC industry and have earned a reputation for validating new assessment technologies and implementing them with expertise. A six month validation of the customized application is set to commence in March with a highly sensitive screening tool available to LifePlans' clients by the fall of 2004.

Founded in 1986, LifePlans is recognized as the leader in the field of long-term care (LTC) risk management, providing a variety of innovative products to insurers and other LTC-focused businesses. Since its inception, LifePlans has lead the industry in developing, validating and marketing emerging risk management technologies and currently has long-standing contracts with all of the top insurance companies in the LTC sector. Given the company's depth of experience and knowledge, LifePlans' products are specifically tailored to meet the operational, marketing, and risk objectives of its varied customer base.

Medical Care Corporation (MCC) specializes in the development of medical technologies that enable healthcare providers to deliver improved levels of care in the field of dementia. MCC's electronic Dementia Care System gathers, organizes, and synthesizes patient and treatment information so that healthcare providers are equipped to provide care at the highest possible level. Among MCC's proprietary technologies, the Mental Skills Test is the most sensitive tool available for the detection of early stage memory loss. This highly sensitive test allows healthcare providers to identify and manage Alzheimer's disease and related disorders at the earliest stages and use currently approved treatment modalities more effectively. The company is also a leader in communicating the value of prevention and early detection to patients and caregivers through its website and educational materials. Additional information about the company is available at two websites: Health care providers: <http://www.mccare.com/>; Patients and Caregivers: <http://www.preventad.com/>.