

VTech has named Adriane Berg the Spokesperson for its CareLine™ product line, Helping to Educate Seniors and Caregivers

Ms. Berg is an international speaker and expert on successful aging, and the perfect representative for this easy-to-use daily phone communication system, which comes with a wearable pendant for voice or push button calling.

About CareLine, Ms. Berg says, “CareLine is more than a phone; it is a pipeline to lifelong independence. Today's aging boomer is an active contributor to the community and to their family, however they have witnessed an older generation that has been unprepared for getting older. Consumers are more willing to take on technology, in simplified form, as it keeps us in touch with those around us.”

Ms. Berg continues, “As a daughter myself, whose Mom passed away from a fall at age 92, I know the stress on caregivers to persuade older adults to use technology for home safety. CareLine is one of those rare products that bridges the generational gap between people in their 60s and 70s who are comfortable with technology, and people in their 80s and 90s who see technology as out of their wheelhouse and nerve-racking.”

Ms. Berg is thrilled to represent a product that recognizes both the dual need to stay safe and to enjoy our conversations with those we love through a technical device that is intuitive and easy to use by all.

Ms. Berg is CEO of Generation Bold, a consultancy she started at the age of 56. Today, Generation Bold has clients across the globe, and is a leader in launching elder-friendly product lines and brand building. Prior to starting Generation Bold, she practiced elder law and is an original founder of the National Academy of Elder Law Attorneys.

Ms. Berg is a well-known media personality with multiple appearances on *Oprah Winfrey Show*, *Live with Regis and Kelly*, *Good Morning America*, syndicated radio, and TV hosting. A National Librarian’s Award Winning Author, she has written 13 books, and is a New York Times Age Beat Fellow. Her latest book is: “How Not to Go Broke at 102: Achieving Everlasting Wealth”, a Wiley & Sons lead book. Ms. Berg will, among other spokesperson responsibilities, contribute to CareLine’s blog on issues that deeply affect boomers, seniors and caregivers.

About Adriane Berg

Ms. Berg graduated from New York University Law School and was on its Law Review. She practiced law in New York City, specializing in Trusts and Estates and then helped found the National Academy of Elder Law Attorneys. Ms. Berg wrote her first book, “Money Think”, Pilgrim Press in 1980. In 1988, she was “discovered” by a radio scout and embarked on a media career in radio and television, winning a local Emmy for host/writing IRS Tax Beat, and appearing on numerous talk shows and news programs. She currently co-hosts a radio show Not for Profit Exchange. In 2003, Ms. Berg founded Generation Bold, which has become a world-wide consulting firm for companies in food, healthcare, hospitality, design, housing and

technology to reach the older adults, boomer and caregiver. Ms. Berg is a contributor to "Understanding the Boomer and Beyond Market," CD Publications and was awarded the title of New York Times Age Beat Fellow for her work in reaching consumers on important issues of active aging.

About VTech

VTech is the world's largest manufacturer of cordless telephones and electronic learning products. It also provides highly sought-after contract manufacturing services. Founded in 1976, the Group's mission is to be the most cost-effective designer and manufacturer of innovative, high quality consumer electronic products and to distribute them to markets worldwide in the most efficient manner.

CareLine™ is a trademark of VTech Communications, Inc.

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