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**Computerized “Face-Aging” studied for  
non-smoking intervention**  
*Australian University to determine effectiveness of APRIL® Face-  
Aging software for smoking cessation*

(Toronto, Canada) – Aprilage Development Inc., is pleased to announce its participation in a pilot study to determine the effectiveness of APRIL®, the unique “face-aging” software, at Curtin University of Technology of Perth, Australia. As part of smoking cessation intervention programs, the three segments of the study will be performed under the supervision of Professor Moyez Jiwa by Dr Marthe Smith, Oksana Burford, and Kristi Holloway. Full randomized, controlled trials will be conducted in three areas: general medical practitioners and family physicians; community pharmacists; and farming organizations.

Ron Estey, President, Aprilage, said “We are thrilled to be able to work with Prof. Jiwa and Curtin University in this exciting study. It has always been our focus to provide an effective tool for non-smoking intervention. The study will help us continue our development of APRIL® to improve its effectiveness in helping young people avoid the dangers of smoking” Professor Jiwa commented, “Our research program is interested in investigating how information technology can assist the clinician to improve outcomes for patients, and we have a particular interest in determinants of health seeking behaviour of patients with cancer symptoms and evaluation of smoking cessation interventions in primary care. We think the APRIL® software has very good potential to be a valuable tool for non-smoking programs.”

APRIL® Age Progression Software is the only statistically-based facial age progression software now available. The software creates a stream of aged images of faces from a standard digital photograph. The wrinkling/aging algorithms are based upon research of more than 7,000 people of all ages, ethnicities and lifestyle habits, as well as on published data regarding facial changes associated with aging. Output images can be adjusted to compare how a person will age as a smoker verses a non-smoker, if he or she adds excessive weight or experiences a high degree of unprotected sun exposure.

APRIL®’s new web-site enables individuals and organizations to access the program on the internet at [www.age-me.com](http://www.age-me.com).

**About The Western Australia Centre for Cancer and Palliative Care**

The Western Australia Centre for Cancer and Palliative Care is a collaboration between Curtin University of Technology and Edith Cowan University, Perth Western Australia. The Centre was founded by the now Deputy Vice Chancellor of Curtin University of Technology, Canadian Linda Kristjanson, in 1996. The Collaborative Centre was formally launched by State of Western Australia's Minister for Health, the Honourable Jim McGinty, in February this year and Professor Moyez Jiwa was appointed as the new Director. The Centre focuses on research on prevention and early diagnosis of cancer as well as the support and after care of patients. The team has a national and international reputation for its work. The WACCPC's projects with the APRIL® Age Progression Software were featured on Australian National Television on November 1, 2007.

**About Aprilage Development Inc.**

Founded in Toronto, Canada in 1998, Aprilage Development Inc. has developed APRIL® Age Progression Software in association with the Ontario Science Centre and with the support of the National Research Council of Canada. The software is used in more than a dozen countries for health and science education, entertainment and product marketing.

For more information, please visit [www.aprilage.com](http://www.aprilage.com).