

PRESS KIT

FACT SHEET

CALIFORNIA HEALTH & LONGEVITY INSTITUTE

Address: Two Dole Drive, Westlake Village, CA 91362

Telephone: (818) 575-1114

Website: CHLI.com

Opening Date: November 30, 2006

Executive Director: Michelle Punj

Medical Directors: Terry Schaack, M.D., and Jonathan Cole, M.D.

Overview : An innovative facility offering a united approach to health and wellness, California Health & Longevity Institute offers the scientific foundation that provides validated experiences and solutions. The Institute champions individual health and well-being to build unique wellness experiences that best serve the guests' personal needs and goals. Guided by a team of health experts, CHLI works diligently to provide an overall experience that is both luxurious and enlightening. The Institute offers nutritional education, fitness training, lifestyle consultations, advanced diagnostic technology, personalized care, and medical screenings—designed to provide individuals with the practical knowledge and support they need to enhance the quality, and longevity, of lives.

Mission - California Health & Longevity Institute creates health-focused luxury experiences that rejuvenate lifestyles and support lasting wellness. Backed by science and guided by both eastern and western philosophies, programs are customized according to what the body actually needs to achieve physical and mental transformation.

Philosophy: By implementing the practice of Kaizen, the Japanese technique to achieve sustainable change through small realistic steps, California Health & Longevity Institute follows a 360-degree approach to wellness. This philosophy incorporates every area of life that impacts health including:

Medical: California Health & Longevity Institute, Inc. is comprised of physicians specializing in both Western and Eastern medicine. We take a proactive approach to health and wellness within an integrative high-tech and evidenced based framework.

We perform comprehensive physical examinations, executive health physicals, and provide concierge medical services. Additionally, specialties including dermatology,

radiology, cardiology, dentistry, chiropractic care, and complementary and alternative medicine practitioners such as clinical hypnotherapists and acupuncture specialists provide personalized care in a private service-oriented environment complemented by state-of-the-art diagnostic equipment and supported by the latest medical research. We perform cutting edge clinical research sponsored by some of the largest corporations in the world.

Nutrition: A team of registered dietitians incorporate a complete lifestyle and health history to create eating plans for guests through individual consultations. Science-based recommendations, not fads, are utilized, complemented by hands-on cooking classes to teach guests how to create tasty, healthy cuisine in the demonstration Wellness Kitchen.

Fitness: Certified exercise physiologists oversee fitness programs, including comprehensive assessments, individualized training as well as group programs including workshops and classes such as yoga or Pilates.

Lifestyle: Lifestyle Consultants design personalized strategies to create sustainable changes in the areas of mindfulness, relationships, health and work through personal appointments and group workshops.

Packages and Programs: A variety of packages and a la carte experiences are available from a two-hour Wellness Kitchen starting at \$65 to a 4-day Signature Retreat.

Corporate Programs: For corporations seeking to invest in a healthier workforce, or simply engage a keynote topic to enhance their own agenda, a variety of business programs are available at California Health & Longevity Institute. Examples of business programs include an immersive agenda focused on “Creating a Culture of Health” including the tools, strategy and support to implement lasting change within an organization. An Executive Health Immersion reconnects senior leaders with their personal health to drive improved performance. Wellness themed meetings can include healthy menus, workshops and a focus on healthy living. For a taste of wellness, keynote speakers or team-building activities such as a hands-on healthy cooking class in the Wellness Kitchen are available.

Reservations:

Toll Free (888) 575-1114, Direct (818) 575-1114
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BACKGROUND

David H. Murdock, chairman and sole owner of Dole Food Company, Inc., long envisioned creating a place where individuals in search of a healthier lifestyle could engage with the best available experts in the fields of nutrition, fitness, life balance and medicine to improve the quality and longevity of one's life.

A chance meeting in Hawaii introduced Mr. Murdock to Andrew Conrad, Ph.D., one of the world's foremost experts in the field of genetics. Dr. Conrad's studies regarding the degradation of DNA due to lifestyle factors complemented Mr. Murdock's vision of utilizing the latest scientific findings within an upscale environment to impact the health of an increasingly overweight society in the United States.

Additionally, Mr. Murdock's extensive business relationships included leaders of WellPoint, the nation's largest healthcare provider. Within WellPoint, executives recognized a need to educate their corporate clients about strategic methods of reducing healthcare costs and absenteeism while increasing productivity through proven methods that provide a return on investment. Together, Mr. Murdock, Dr. Conrad and a team from WellPoint began collaborating on a venture to proactively provide an educational approach to an individual's wellbeing, resulting in California Health & Longevity Institute. Open since November 2006, the Institute offers registered dietitians, exercise physiologists, lifestyle consultants, physicians and complementary therapists in a state-of-the-art medical clinic as well as the adjoining Spa at Four Seasons Hotel Westlake Village, providing guests and corporations with the guidance to improve the quality of health and wellness in one place.

"I wanted to create something that doesn't exist anywhere else. We're teaching people to take care of their bodies," said Mr. Murdock. "People know more about taking care of their cat or their car than taking care of their body."

Mr. Murdock's commitment to nutrition-based research extends beyond the doors of California Health & Longevity Institute. Mr. Murdock is an advocate of eating healthy to live a longer, more vital life. His 2010 publishing endeavor produced *The Dole Nutrition Handbook, What to Eat and How to Live For a Longer, Healthier Life*, a compilation of science-based facts from leading scientific and nutrition experts on easily-obtainable lifestyle, diet and exercise regimens. Previously he organized the collaborative efforts of experts at Mayo Clinic, University of California, Los Angeles and Dole Food Company, Inc. to write *The Encyclopedia of Foods, A Guide to Healthy Nutrition*, a 500-page book on a healthier lifestyle through improved nutrition, exercise and disease prevention.

Additional developments include the North Carolina Research Campus, (<http://www.ncresearchcampus.net>), near Charlotte, a high-tech life science research center dedicated to the betterment of the world's health and nutrition. Murdock's development will corral the research and programs of leading academic circles with eight universities (including Duke, NC State and UNC-Chapel Hill), biotech companies and private enterprise in superb facilities with unparalleled scientific equipment. Mr.

Murdock has engaged Duke researchers to conduct the MURDOCK Study which is designed to use advanced technologies to identify genomic linkages within and across diseases and disorders, such as hepatitis C., cardiovascular disease, obesity and osteoarthritis. The study's goal is to improve the way debilitating diseases are predicted and treated, and lead to changes in medical practice, healthier populations and a textbook of medicine that reflects scientific and clinical advances of the 21st century.

The David H. Murdock Core Laboratory, (<http://www.dhmri.org>), which opened in 2008, anchors the campus with its 311,000 square feet of lab space and will be accessible to campus occupants. Upon completion, the 350-acre campus will include a new comprehensive mixed- used environment with one million square feet of office and lab space, a city center, 350,000 square feet of retail space, townhomes, apartment and parks.

Results and findings from these studies will be incorporated into personalized programs at California Health & Longevity Institute.

About David H. Murdock

David H. Murdock is the Chairman and CEO of Dole Food Company, Inc., a Fortune 500 company and the world's largest producer and marketer of high-quality fresh fruits, vegetables, and is a produce-industry leader in nutrition education research. He is also owner of Castle & Cooke, Inc., a leading developer of residential and commercial real estate in Hawaii, California, Arizona, North Carolina and Florida. Mr. Murdock's companies, operating in more than 90 countries worldwide, employ more than 28,000 people.

Mr. Murdock has been a Regent's Professor of Creativity in Business at UCLA's Anderson Graduate School of Management. He is the recipient of an honorary Doctor of Science degree from North Carolina State University; honorary Doctorate of Law degree from Pepperdine University and honorary Doctorate of Humane Letters degrees from the University of Nebraska- Lincoln and Hawaii Loa College. His hobbies include reading, the arts, poetry, and horticulture. He is a breeder of prized Arabian horses, has an orchid collection consisting of more than 30,000 plants and an avid art and antique furniture collector. He resides in California with residences in New York, Kannapolis, North Carolina and Lana'i, Hawaii. He has a son who is also active in the family business.

Mr. Murdock has been an active investor over the years and has taken 13 New York Stock Exchange companies private. His investments have included most major industries including mining, railroads, oil and gas, textiles, agriculture and real estate. He has had an ownership or major position in a number of companies such as the Dole Food Company, Occidental Petroleum, Cannon Mills, Continental Can, International Mining, Pato Consolidated Gold, Pacific Holding Corp., Iowa Beef Corp, Castle and Cooke and many others, including the purchase of the national right away real estate of the Chicago Rock Island Railroad.

About Andrew Conrad, Ph.D.

The founder and laboratory director of the medical center at California Health & Longevity Institute, Andrew Conrad, Ph.D., served as chief scientific officer and co-founder of LabCorp's National Genetics Institute. The author of more than 80 articles in scientific journals, Dr. Conrad holds a Bachelor of Science degree in neurobiology and a PhD in cell biology from the University of California, Los Angeles. The primary focus of his research is on the effects and manifestations of chronic viral illnesses as measured by the polymerase chain reaction (PCR), as well as the role of gene expression in cancer and schizophrenia. Andrew currently oversees projects at Google and provides guidance on various products and research.

About WellPoint, Inc.

WellPoint, Inc. is the largest health benefits company in terms of medical membership in the United States. WellPoint is an independent licensee of the Blue Cross and Blue Shield Association and serves its members as the Blue Cross licensee for California; the Blue Cross and Blue Shield licensee for Colorado, Connecticut, Georgia, Indiana, Kentucky, Maine, Missouri (excluding 30 counties in the Kansas City area), Nevada, New Hampshire, New York (as the Blue Cross Blue Shield licensee in 10 New York City metropolitan and surrounding counties and as the Blue Cross or Blue Cross Blue Shield licensee in selected upstate counties only), Ohio, Virginia (excluding the northern Virginia suburbs of Washington, D.C.), Wisconsin; and through UniCare. Additional information about WellPoint is available at www.wellpoint.com.

For more information about programs available at California Health & Longevity Institute or to make reservations, please call the Institute directly toll free (888) 575-1114 or (818) 575- 1114 or visit www.chli.com.

For media inquiries please contact:

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Integrative Medicine

CALIFORNIA HEALTH & LONGEVITY INSTITUTE, INC. OFFERS PREVENTIVE AND DIAGNOSTIC CARE

Enabling guests to obtain the maximum benefit from healthcare advances available today is the primary focus of the independent medical practice at California Health & Longevity Institute, Inc. Offering comprehensive medical evaluations, executive physicals, diagnostic testing and a la carte services, an integrated team of physicians and specialists provide evidence-based proactive care in a private, comprehensive facility. Medical experts work closely with nutrition, fitness and life balance pillars of the Institute to offer guests a 360-degree approach to health and wellness.

Led by Medical Directors Jonathan Cole, M.D., and Terry Schaack, M.D., California Health & Longevity Institute, Inc. follows a proactive model of medicine, focused on preventing illness rather than treating individuals following the onset of disease. Recognizing that optimal health is not merely the absence of disease, doctors incorporate the latest discoveries in preventive health science from Western medicine as well as Eastern philosophies such as acupuncture.

All diagnostic and therapeutic measures of California Health & Longevity Institute, Inc. are supported by the most current medical literature. The medical team adapts their protocols to incorporate these new advances in technology and science. Together with other disciplines of California Health & Longevity Institute, physicians work with a team of wellness experts to address an individual's total health. By incorporating expertise and guidance from registered dietitians, exercise physiologists, lifestyle consultants and spa therapists for stress management and other therapies, a complete approach to health and wellbeing is maintained.

Deluxe Physical

Available either a la carte or as part of an Ultimate Health Programs, the Deluxe Physical at California Health & Longevity Institute, Inc. includes a comprehensive diagnostic assessment. The Deluxe Physical begins with a detailed medical interview with an internist including full patient history, complete with family history with 2nd degree relative analysis, vaccination analysis, age and gender specific physical exam as well as an extended length of time to discuss medical or lifestyle issues of concern. Personalized testing and extensive laboratory analysis according to age, gender and family history is completed onsite. The Institute also offers a basic Comprehensive Physical as well as a Women's Health Deluxe Package.

Complementary and Alternative Medicine

Increasingly, people are integrating complementary and alternative therapies into their

medical care. Emphasizing safety and efficacy, programs are designed by Dr. Steven Tan, one of the country's most comprehensively trained integrative medicine physicians and stress experts. A partial list of therapies available includes Eastern medicine approaches such as acupuncture, acupressure and herbal expertise. Mind-body approaches including hypnotherapy and guided imagery are available as well as energy techniques such as healing touch.

Nutrition

California Health & Longevity Institute offers nutrition education and guidance based upon the scientific evidence, demonstrating that certain foods may prevent many chronic diseases and promote longevity. Nutrition programs are provided by an experienced team of registered dietitians with more than 45 combined years of expertise, led by Director of Nutrition Paulette Lambert, RD, CDE. Nutrition experiences include personal counseling, group workshops for guests and corporations, and fun, interactive cooking classes in The Wellness Kitchen focused on teaching guests how easy it is to create simple, healthy, delicious recipes to prepare at home. The principle that recommendations are never based on fads or popular diets is consistent through all nutrition experiences.

Fresh, nutritious food and the art of cooking come together in the Wellness Kitchen. Led by registered dietitians who have also trained as chefs, the cooking classes offer practical help on selecting, preparing and enjoying simple yet delicious meals using "super foods" that improve health and increase longevity. The two-hour group classes are a hands-on experience during which guests cook a variety of healthful recipes. After preparing the day's menu, guests sit down in the "Feel Good" dining room to enjoy a nutritious meal while discussing practical strategies for healthy eating with the registered dietitian-chef. Each class is presented in a demonstration kitchen furnished with the most top-of-the-line equipment available including a custom-designed Bonnet-range. The Wellness Kitchen patio hosts a garden filled with seasonal fruits, vegetables and herbs that are grown and incorporated at every opportunity.

Fitness

An integral part of a healthy lifestyle, physical fitness is a key component of programs offered at California Health & Longevity Institute, located at Four Seasons Hotel Westlake Village in Southern California. Exercise physiologists and specialists engage guests in individual consultations, private training and group workshops based upon scientific evidence and assessments to personalize the recommendations for each individual. Programs focus on enabling guests to achieve physical fitness through comprehensive assessment and training models focused on posture, flexibility, corrective exercise, core stabilization, strength and cardio respiratory training.

Specialists offer guests personal guidance and exercise programs based upon recommendations that can be gathered through scientific assessments such as body mapping, VO2 metabolic testing or assessing a person's resting metabolic rate. Personal fitness consultations are also available, valuable for both novices and fitness enthusiasts, to create a complete workout plan or invigorate an existing routine. Private

instruction in fitness, yoga and Pilates is also available with certified trainers emphasizing technique, form and safety in a results-driven format. Remote training “Fit Four All Seasons” is also available to the frequent travel and hotel guest.

Life Balance

Increasingly people are integrating mindfulness stress reducing techniques into their daily regime. The Life Balance department offers personalized strategies for redesigning your lifestyle to create balance, reduce stress, and optimize your health. From relationship and family tools to guided meditation and the Somadome, the latest research on mind and body have revealed keys to success in making healthy choices and creating happiness while pursuing life goals. Workshops are also available and explore these exciting findings and make them practical for participants in a small-group setting. Each workshop provides information with evidence-based lessons that can make huge inroads to better living, through application of relatively small steps.

Dermatology

Director of Dermatology, Dr. Ronald Moy, brings an internationally recognized level of expertise in the field of skin health. The rapid advances in dermatology requires a dedicated staff to provide the latest in topical, injection, laser and minimally invasive surgical treatment options to meet each individual’s needs. Sun damage, discoloration, wrinkling, cancer, unwanted hair, visible blood vessels and natural aging of the skin are addressed with prevention and treatment, on-site, in a cutting edge dermatology center. Dr. Moy also has a patented DNAEGF cosmetic skin line available in The Spa at Four Seasons Hotel Westlake Village.

Restorative and Cosmetic Dentistry

Committed to offering superior dental services in a pleasant and modern environment, Roger Thai, DDS, Rick Glassman, DDS, and their staff provide comprehensive cosmetic and restorative dentistry. Vital to your overall well-being, excellent oral care can play a strong role in the prevention of heart and respiratory disease, osteoporosis and diabetes. The dental staff employs the latest techniques in assessing a person’s overall dental health and its reflections on full-body wellness, rather than a “patch and repair” approach. By looking at the total dental situation, more long-term solutions can be reached for each patient. Services including Zoom™ Teeth Whitening, TMJ function improvement, porcelain veneers, implant dentistry and total mouth reconstruction are also available.

Radiology

California Health & Longevity Institute, Inc. maintains state-of-the-art diagnostics equipment through a special relationship with General Electric Medical. On-site

radiologists read and interpret the studies. This coordinated effort between producers of diagnostic technologies and health-care providers creates customized care in the most efficient, safe and welcoming environment. Diagnostic testing includes a 64-slice CT Scanner, 3T MRI, Digital Mammography, Bone Densitometry, digital x-ray and 4D Ultrasound. The BOD POD is considered the gold standard for body mass assessment.

The Clinic

An in-depth on-site lab analysis utilizes the most advanced diagnostics from LabCorp. California Health & Longevity Institute, Inc. is HIPAA compliant in all aspects of healthcare programs. Each guest's privacy is also protected in a structural design with individual waiting areas and private medical suites. To offer the most flexible options for guests, California Health & Longevity Institute, Inc. is not aligned with a specific insurance carrier, but provides guests with detailed statements that can be submitted to their insurers.

The Spa

In a destination known as a place for renewal, The Spa at Four Seasons Hotel Westlake Village, California offers an extensive menu of treatments and therapies aligning ancient Eastern tradition with today's Western sensibilities in an opulent, serene environment. Spanning 40,000 square feet are twenty-eight treatment rooms appointed with bamboo wood floors and honey onyx accents in the coffered ceilings all open to private outdoor terraces. Four spa suites, each with daybed, fireplace, and experience shower, feature views of secluded garden terraces and private plunge pools. In addition, 10 outdoor cabanas, furnished with day beds and private bars, surround the serenity pool.

Guests visiting The Spa select from a comprehensive array of traditional Eastern and Western massage treatments, body treatments, facials and bath rituals. Products from DNA EGF Renewal, Uspa and Emminence are utilized in all treatments, enhanced by the latest technology from Caci Ultra.

Spa and Fitness memberships are also available.

Yamaguchi Salon

For guests requiring hair, nail and make-up services, Yamaguchi salon at Four Seasons is located adjacent to the Spa. Internationally renowned, Yamaguchi originated the idea and practice of integrating Asian *feng shui* philosophy into a holistic approach to beauty. Experience his unique approach through a talented team of artists.

For more information, please contact:

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