



Contact:

Jay Wilke

813.287.6067

jwilke@horizonbay.com

For Immediate Release

Horizon Bay Retirement Living Wins the 2011 Initiative Award

National award recognizes efforts of Senior Vice President of Facilities Management

TAMPA, Fla., - July 14, 2011 – Horizon Bay Retirement Living announced today that it has won the 2011 Initiative Award from Sustainable Facility magazine. The national Initiative Award is designed to honor an individual or organization that has made an exceptional contribution to the promotion and implementation of sustainable practices. This award recognizes the efforts of Horizon Bay and John Sattelmayer, Senior Vice President of Facilities Management at Horizon Bay. The Initiative Award was announced and highlighted in the June 2011 issue of Sustainable Facility magazine.

Horizon Bay Retirement Living was recognized for its innovative EcoFriends Program, developed and led by Sattelmayer and his Facilitations Maintenance Services team. The EcoFriends Program was developed to increase conservation, recycling and sustainability in Horizon Bay's communities nationwide. The program is successful at implementing eco-friendly recycling and waste reduction procedures and practices.

“Horizon Bay is honored to be recognized by Sustainable Facility for this national award,” said Thilo D. Best, Chairman & CEO of Horizon Bay Retirement Living, one of the top 10 seniors housing operators in the United States. “John Sattelmayer and his hard-working team have put a tremendous amount of effort and energy into this innovative project.”

Since 2007, Sattelmayer and his team have partnered with residents, staff and vendors to share in this mission. Through vendor partnering, training, education and branding, Eco Friends' success increases each year. In addition to this award, the program was recognized with a Best of the Best Award by Assisted Living Executive magazine. To date, nine Horizon Bay communities and counting have earned the U.S. Environmental Protection Agency's (EPA's) ENERGY STAR certification.

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The success of Horizon Bay's initiatives is a result of a collaborative effort across the organization, and Sattelmayer is quick to credit teamwork for the program's achievements.

"We could not have done it without the incredible efforts and partnership of both staff and residents," says Sattelmayer. "Going green is the right thing to do. There was a need for a program like this to promote best practices when it comes to sustainable living. Through our program, not only have we seen cost reductions, we are improving the living environment."

Learn more about the program and award at www.sustainablefacility.com

About Horizon Bay Retirement Living

Based in Tampa, Fla., Horizon Bay Retirement Living is a privately owned seniors housing management company focused on managing large portfolios of retirement communities across the United States for institutional real estate investors. With 96 communities in 19 states, the company has grown beyond traditional property management into a fully integrated service platform. The Horizon Bay portfolio includes independent living, assisted living, memory care, skilled nursing care and continuing care retirement communities. For more information on Horizon Bay, visit www.horizonbay.com.

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