



For Immediate Release

Contact:
Jay Wilke
813.287.9273
jwilke@horizonbay.com

Thilo Best, Chairman & CEO of Horizon Bay Senior Communities, honored as Ernst & Young Entrepreneur Of the Year® 2007 Florida

TAMPA, Fla., - July 10, 2007 – Thilo Best, Chairman & CEO of Horizon Bay Senior Communities, is the recipient of the Ernst & Young Entrepreneur Of the Year® 2007 Florida in the health services category. The award, presented at a gala in Orlando, Fla., on June 21, recognizes outstanding entrepreneurs who are building and leading dynamic growing businesses and who demonstrate excellence in innovation, financial performance and personal commitment to their businesses and communities. Horizon Bay, headquartered in Tampa, manages 70 retirement communities nationwide located in 15 states. Best is now eligible for consideration for the Ernst & Young’s Entrepreneur Of the Year 2007 national program. Category winners will be announced at the annual awards gala in Palm Springs, Calif., on Nov. 17, 2007.

After spending several years at Prudential’s Real Estate Group in Atlanta and as Senior Vice President, Finance and Treasurer at Holiday Retirement Corporation, Best accepted the appointment as CEO & President of the newly formed Horizon Bay Senior Communities management company. His first initiative was to change to a teamwork-focused culture. The early success of Horizon Bay was built from the philosophy that Best continues to have today.

“We are in the business of taking care of people’s mothers and fathers, and we know in our hearts that what we do is very important work and this has become part of our company’s culture,” said Best. Best is quick to credit Horizon Bay’s success to the quality of Horizon Bay’s employees, and he encourages input and wants to hear all views before making important decisions.

-more-

**Page 2, Thilo Best honored as Ernst & Young Entrepreneur Of the Year®
2007 Florida**

Today, Horizon Bay manages 12,000 units for real estate institutional investors. Moving forward, Best expects to continue Horizon Bay's growth from both acquisition and development activities. "I believe we have the most capable team in the industry," says Best. "We're prepared for the many opportunities that lie ahead."

About Horizon Bay Senior Communities

Horizon Bay Senior Communities is a seniors housing management company focused on managing large portfolios of retirement communities for institutional real estate investors. The Horizon Bay portfolio includes independent living, assisted living and continuing care retirement communities. Horizon Bay offers specialty programs, including Horizon Bay's *LiveWell!* Activities Program, which focuses on resident wellness. For more information on Horizon Bay, visit: www.horizonbay.com.

About the Ernst & Young Entrepreneur Of The Year Awards

The Entrepreneur Of The Year awards program was created and is produced by professional services firm Ernst & Young LLP. The New York based company is a global professional services firm that has been honoring entrepreneurs for 21 years. As the first award of its kind, the Ernst & Young Entrepreneur Of The Year Award recognizes outstanding entrepreneurs who are building and leading dynamic and growing businesses. The program, which celebrated its 20th anniversary in 2006, honors entrepreneurs through regional, national and global award programs in over 125 cities and 40 countries.

###