



For Immediate Release

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Horizon Bay Senior Communities Wins 2008 Best of the Best Award from Assisted Living Federation of America (ALFA)

TAMPA, Fla., - June 3, 2008 – Horizon Bay Senior Communities was honored on Friday with a 2008 Best of the Best Award from the Assisted Living Federation of America (ALFA). Presented at a special ceremony by *Assisted Living Executive*, the flagship magazine of ALFA, this award recognizes senior living companies for the most innovative operational excellence strategies in the past year. Horizon Bay was recognized for its signature ***LiveWell!*** Programs & Services, and received the award during the ALFA 2008 Conference & Expo in Orlando, Florida.

“Horizon Bay is honored by the recognition ALFA has given us for the quality of the programs that we provide to our residents,” Thilo Best, Chairman & CEO of Horizon Bay Senior Communities, a Tampa-based company that manages 70 retirement communities nationwide. “We remain committed to improving our residents’ lives when they join the Horizon Bay family.”

The Best of the Best Award is a highly-coveted award, recognized by the entire senior living industry. The award “recognizes companies that have put their imaginations to work to continually improve and streamline operations, enhance resident care and services, retain and train quality employees, and much more,” says ALFA President and CEO Richard P. Grimes. “Plus, the industry-wide benefit of the Best of the Best Awards is the program’s ability to multiply excellence as other companies adopt similar best practices or parts of outstanding programs as a result of this important recognition program.”

Horizon Bay’s ***LiveWell!*** philosophy stands as the cornerstone of their residents’ lifestyle experience. Accepting the award on behalf of Horizon Bay was the creator of the ***LiveWell!*** philosophy, Jim Concotelli, Ph.D., Vice President of Resident Programs at Horizon Bay. “We pride ourselves on providing our residents with the wellness and fitness programs they need to stay active, healthy and happy,” said Concotelli. “This shows our hard work is paying off and it’s our residents who win in the end.”

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Companies submitted answers to a brief questionnaire available on the ALFA Web site along with narratives about their innovative business practices. For more details on Horizon Bay's winning strategy, see the cover story of *Assisted Living Executive's* June 2008 issue, or visit www.alfa.org online.

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About Horizon Bay Senior Communities

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

About the Assisted Living Federation of America: ALFA is the largest national association exclusively dedicated to professionally managed assisted living communities for seniors. ALFA serves as the voice for senior living and advocates for informed choice, quality care, and accessibility for all Americans needing assistance with long-term care. Go to www.alfa.org for more information