



PRESS RELEASE

Contact: Jay Wilke
Horizon Bay Retirement Living
(813) 287-6067
jwilke@horizonbay.com

FOR IMMEDIATE RELEASE:

HORIZON BAY RETIREMENT LIVING **EXPANDS MANAGEMENT TEAM**

TAMPA, Fla. (Jan. 21, 2009) – Horizon Bay Retirement Living (Horizon Bay) announces the appointment of Jim Pusateri as senior vice president of sales and marketing. Pusateri's responsibilities include increasing occupancy and revenue.

Prior to joining Horizon Bay, Pusateri was chief senior housing officer at Elderlife Financial Services, responsible for making bridge loans accessible to families in need of senior living financing. Pusateri also held the position of executive vice president of senior living at LCOR Inc., and several positions at Brookdale Living Communities, including regional director of sales and marketing, corporate director of sales and marketing and corporate director of new project development.

"Jim's achievements, reputation and diversity of experience in the retirement living industry will be a strong and welcome asset to our management team," said Steve Benjamin, President and Chief Operating Officer for Horizon Bay. "He provides Horizon Bay with an added dimension of industry depth of experience, and we look forward to his guidance and counsel as we take Horizon Bay to the next level."

#

About Horizon Bay Retirement Living

Horizon Bay 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. 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.

#