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For Immediate Release

**Horizon Bay Retirement Living Introduces New Vice President
of Legal and Risk Management**

Tampa, Fla. – April 22, 2009 – Horizon Bay Retirement Living, a national seniors housing operator based in Tampa, Fla., announces the hiring of Aaron Bloom as vice president of legal and risk management. In his new position, Bloom will be responsible for protecting Horizon Bay’s legal interests and reducing liability exposure by ensuring that operations remain within the scope and regulations established by law. Additionally, he manages all litigation matters, assures legal compliance and provides hands-on counsel to all levels of the executive team and operations staff.

Prior to joining Horizon Bay, Bloom served as a partner with the multi-state law firm, Buckley & Fudge, P.A., in St. Petersburg, FL. His responsibilities included conducting and directing all aspects of representing corporate clients, including the nation’s largest long-term care providers. Bloom was also the founder and shareholder of a start-up Home Health Agency from 2006 through 2009. He also previously worked with Wicker, Smith, et. al. in Tampa, and the Nassau County District Attorney’s Office in Long Island, New York.

Bloom earned a Juris Doctorate from the University of Pittsburgh School of Law in May, 1997. In addition to attending the University of Florida, he also earned his Bachelor of Arts from the University of South Florida in Tampa, with a major in Political Science. He has also served as the featured speaker for widely recognized organizations like the Defense Research Institute (DRI) and the Florida Assisted Living Association (FALA). He is currently admitted in Florida, Pennsylvania and New York.

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 90 communities in 18 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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