



PRESS RELEASE

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FOR IMMEDIATE RELEASE:

HORIZON BAY RETIREMENT LIVING **LAUNCHES NEW WEB SITE**

TAMPA, Fla. (Feb. 3, 2009) – Horizon Bay Retirement Living (Horizon Bay), a national seniors housing operator based in Tampa, Fla., announces the launch of its new Web site, horizonbay.com, providing more in-depth information to visitors researching senior housing options.

The Web site, designed by Horizon Bay and Magnetic, a Tampa-based Web design company, is part of a new identity and branding initiative to accurately reflect the progressive and growth-oriented company. Designed to significantly enhance Internet presence, the Web site allows community staff to promote their programs and services, and connect with their customers, including residents, family members and prospects.

According to findings from Nielsen/NetRatings, senior citizens age 65 and older were the fastest growing age group online, growing 25 percent year over year to 9.6 million Web surfers from home and work. As the adult population continues to age, there will be a dramatic increase in the number of older Internet users. As a result, Horizon Bay designed its site with the aging population in mind.

"This innovative Web site will allow community staff to better promote their programs and services, and connect with their customers, including residents and their families," said Jim Pusateri, Horizon Bay's Senior Vice President of Sales and Marketing. "As we move into the future, it's imperative that we continue to look for new ways to reach out to all the customers we serve. This Web site represents our commitment to that innovation."

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The Web site is divided into specific areas directed to residents, employees and industry professionals. Features include video highlights from residents and employees, an easier community search and information about various programs such as the *LiveWell! Program* offered by Horizon Bay. In addition, a resource library provides residents access to information, linking them to AARP, the National Institute on Aging, the National Counsel on Aging, and other additional resources.

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.

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