



For Immediate Release

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Horizon Bay Retirement Living Wins 14 National Mature Media Awards

TAMPA, Fla., - July 10, 2009 – Horizon Bay Retirement Living recently received 14 National Mature Media awards in multiple categories. The awards program is the largest of its kind to recognize companies that are producing the nation's best advertising, marketing and educational materials for older adults, the nation's fastest-growing population group. Based in Tampa, Florida, Horizon Bay Retirement Living manages 80 retirement living communities in 15 states.

Horizon Bay was honored with two Silver Awards and a Merit Award in the Brochure /Booklet category, three Bronze Awards and a Merit Award for Newspaper Ads, a Bronze Award and two Merit Awards in the Direct Mail Ad category, two Bronze Awards in the Marketing/Advertising Campaign category, a Bronze Award for Video and a Merit Award for Logo/Letterhead Design.

“Horizon Bay is honored by the recognition we have received for our advertising and marketing,” says Thilo Best, Chairman & CEO of Horizon Bay Retirement Living. “These awards are a testament to the hard work and creativity of our team members. I look forward to continued success as we continue searching for innovative and inspired ways to reach older adults.”

Now in its 18th year, the annual National Mature Media Awards program is open to all those involved in the production of materials for adults age 50 and over. The winners were chosen from nearly 900 entries and were selected by a distinguished panel of experts in the field of senior marketing and communications from across the United States. The award-winners were evaluated for overall excellence of design, content, creativity and relevance to the senior market.

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“These awards truly mean a lot to us because they serve as a validation for our dedication to excellence and innovation,” says Jim Pusateri, Senior Vice President of Sales and Marketing at Horizon Bay Retirement Living. “We are proud of each and every team member who helped contribute to the success of our advertising and marketing. We look forward to taking home even more awards next year.”

For more information on this year’s awards, visit www.seniorprograms.com.

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 80 communities in 15 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.

About The Mature Market Resource Center

The Mature Market Resource Center (MMRC), organizer of the awards program, is a national information clearinghouse for older adult programs. In addition to the National Mature Media Awards and The New Product & Technology Awards, other well-known MMRC programs include: National Senior Health & Fitness Day; the Mature Fitness Awards USA; and the Senior Media Directory. You can find a complete description of MMRC programs and services and other useful senior market information on our website: www.seniorprograms.com

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