



For Immediate Release

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Horizon Bay Retirement Living Wins 17 Awards in 2010 National Mature Media Awards Program

Awards recognize the nation's best in advertising and marketing for older adults

TAMPA, Fla., - Aug. 11, 2010 – Horizon Bay Retirement Living was a winner in the 19th annual National Mature Media Awards. The program, presented by the Mature Market Resource Center, a national clearinghouse for the senior market, recognizes the nation's finest advertising, marketing and educational materials designed and produced for older adults. Horizon Bay received 17 awards in multiple categories. Based in Tampa, Fla., Horizon Bay manages 92 retirement living communities in 18 states.

Horizon Bay was honored with four Silver Awards, four Bronze Awards and nine Merit Awards. The awards were in multiple categories, including: Brochure/Booklet, Calendar, Direct Mail, Marketing/Advertising Campaign, Graphic Design, Newspaper Ad and Special Event.

“Horizon Bay is honored to be recognized for our innovative and creative advertising and marketing,” says Thilo Best, Chairman & CEO of Horizon Bay Retirement Living. “These prestigious awards are indicative of the quality of the creative material produced by Horizon Bay’s sales and marketing team and couldn’t have happened without their hard work and dedication. As we look toward the future, we will continue to look for new and inspiring ways to reach older adults and their loved ones.”

In its 19th year, the National Mature Media Awards program is open to all those involved in the production of materials for adults age 50 and over. Nearly 1,000 entries were judged by a distinguished panel of design, content, creativity and relevance to the senior market.

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“For the second year in a row, Horizon Bay has won Mature Media Awards in multiple categories,” says Jim Pusateri, Senior Vice President of Sales and Marketing at Horizon Bay Retirement Living. “These national awards serve as a well-earned validation for all our team members who put their heart and soul into the creation of our marketing materials.”

The 20th annual National Mature Media Awards – for materials published or produced during the 2010 calendar year – will be held in the spring of 2011. For entry or sponsorship information, please contact Patricia Henze at info@seniorawards.com.

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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 92 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.

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