



For Immediate Release

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Groundbreaking ceremony set for The Park at Plainfield
New retirement living community to open in 2010

Plainfield, Ill. – October 7, 2009 – Horizon Bay Retirement Living announces a groundbreaking ceremony at 11 a.m. on October 21 for The Park at Plainfield, a retirement living community set to open in the fall of 2010. The Park will serve the assisted living and memory care needs of seniors and families in and around the Plainfield area. The Park will be managed by Horizon Bay, a national seniors housing operator based in Tampa, Fla. South Bay Partners is developing this new 100,000 square foot community. The Park joins three other Park communities in the Chicagoland area and will serve 136 residents.

“We are truly excited to be the first assisted living and memory care community in the Village of Plainfield,” says Stephen Benjamin, President & COO of Horizon Bay Retirement Living. “We look forward to providing high quality services to the seniors and families of this great community for many years to come.”

Attending the groundbreaking ceremony will be Village of Plainfield officials, elected officials, the developer, Horizon Bay corporate and regional personnel, the architect and other local dignitaries. Scheduled speakers to include Senator Linda Holmes, Representative Tom Cross, Village President Michael Collins, Horizon Bay’s Stephen Benjamin, and Patrick McGonigle from South Bay Partners.

The Park is situated on 3.8 acres, and located across from Heritage Grove Middle School near the corner of S. Van Dyke Road (244th Street) and 127th Street. The community will be near a new medical area serving Plainfield, in close proximity to the Edwards Outpatient Center, Cancer Center, and Emergency Room. Community features include full-service dining, courtyard with fireplace, beauty shop, 24-hour staff, scheduled transportation daily, housekeeping service, concierge services and multiple recreational rooms and programs.

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The Park will feature the award-winning *LiveWell!* Lifestyle Programs & Events, designed to provide social, fitness and recreational opportunities that have a positive impact on residents. Horizon Bay's unique Traditions Memory Care Program will also be offered at The Park. Traditions caters to older adults with Alzheimer's disease or related memory challenges. Designed as a safe haven, Traditions is based on a person-centered care philosophy.

About The Park at Plainfield

Opening in September, 2010, The Park at Plainfield will offer retirement living services to older adults, including both assisted living and memory care. The new community features security services, dining services, customized wellness packages, maintenance-free living and a wide range of services and amenities. The Park at Plainfield is managed by Horizon Bay Retirement Living. For more information, visit www.horizonbay.com or call 1-866-OK-HORIZON.

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 88 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 South Bay Partners

Based in Dallas, Tx., South Bay Partners is a full service real estate development company that specializes solely on senior housing. The company provides a full range of development and redevelopment services including market identification and analysis, site selection and acquisition, regulatory approvals, budgeting, debt and equity financing and project management. Our professionals have been responsible for the ground-up development of 44 assisted living, Alzheimer's and independent living projects in 12 states and the strategic redevelopment of 10 large (172-560 unit) senior communities that offer independent and assisted living, Alzheimer's and skilled nursing. For more information on South Bay Partners, visit www.southbayltd.com

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