

NEWS RELEASE

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**Leading U.S. Senior Living Organization
Announces Name Change to Lifespace Communities, Inc.**

Des Moines, IA, October 1, 2009—Lifespace Communities, Inc., is the new corporate name and identity being launched on October 1, 2009, by the former Life Care Retirement Communities Inc., a not-for-profit organization that owns and manages 11 senior living communities in the U.S.

“Our new corporate name and brand has been more than 30 years in the making and is grounded in what really matters to today’s seniors. While we have been delivering the full engagement and independence that seniors demand, we found that our former identity didn’t communicate our complete offering to our target audience,” said Scott Harrison, Lifespace Communities CEO.

“Our experience and research show that seniors want to enjoy the good things in life, have freedom from logistics and feel secure in their financial future. They want opportunities to make connections, explore self-expression, wellness and personal growth while giving back to the community. Lifespace encapsulates all these concepts in our new brand,” said Harrison.

The organization’s new name change includes a corporate identity system that adds “A Lifespace Community” to each well-established local community name and standardizes the design of all the organization’s facilities to create a consistent look.

The development of the new Lifespace Communities brand and identity included extensive market research and interviews with industry experts, residents, prospective residents and community leaders.

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Research showed that seniors are more demanding about quality, choices and control. They want options, flexibility, lifestyle amenities and the ability to participate in decision-making in their retirement communities. Personal and specialized activities rather than group activities are in higher demand and seniors are interested in lifelong learning, community and retail services along with guest and family-friendly facilities.

“At Lifespace Communities we are answering the consumer demands of the baby boomer generation which includes being more resident-centered and providing more social connections,” said Harrison. “We have always maintained the highest customer service standards at our communities and that continues to be one of the top priorities for seniors. With a staff of 2,000 serving 4,500 residents, we can and do provide the best in customer service and quality health care for seniors.”

Lifespace Communities, Inc. is the seventh largest provider of not-for-profit senior independent living communities in the U.S. Founded in 1976, the organization owns and manages a network of 11 Lifespace communities in Florida, Illinois, Iowa, Kansas, Minnesota, Nebraska and Pennsylvania and is headquartered in Des Moines, Iowa. Residents number more than 4,500 and the organization employs a staff of 2,000.

www.lifespacecommunities.com

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FACT SHEET

Overview

Lifespace Communities, Inc., formerly Life Care Retirement Communities, Inc. (LCRC), is the seventh largest provider of not-for-profit senior living communities in the U.S. A nationally recognized leader in the industry, the organization owns and manages a network of 11 Lifespace communities in seven states and is headquartered in Des Moines, Iowa. Residents number more than 4,500 and the organization employs a staff of 2,000.

Founded in 1976, Lifespace Communities pioneered the concept of modern retirement living and continues to meet the dynamic living needs of seniors. Lifespace has evolved over the last 30 years to define the best in senior living for residents who want the freedom and choice to explore self-expression, personal growth, relaxed enjoyment and giving back. Each Lifespace community provides the most comprehensive senior living services through accommodations, activities and amenities that offer all the comforts of home.

Lifespace Communities provides what really matters to today's seniors—the opportunity to enjoy the good things in life, freedom from logistics, security of financially-sound communities, and a style of living that provides community connections.

LifeCare

Lifespace Communities provides the highest standard of continuing care available nationwide with its LifeCare program. Seniors are assured unlimited use of independent living, assisted living and skilled nursing care, when it's available, at about the same cost as the monthly service fee. Living and care needs are covered for a lifetime.

Nine of the Lifespace Communities are accredited by the Continuing Care Accreditation Commission (CCAC), an independent organization that sets rigorous standards for quality, integrity, responsibility and accountability. Lifespace is working with CCAC to receive accreditation for all 11 of its communities. Approximately 15 percent of all continuing care retirement communities in the U.S. are accredited by the CCAC.

11 Lifespace Communities

Florida

Delray Beach, Florida – Abbey Delray, Abbey Delray South and Harbour's Edge
Juno Beach, Florida – The Waterford
Longwood, Florida (Orlando) – Village on the Green

Illinois

Lombard, Illinois (Chicago) – Beacon Hill

Iowa

Urbandale, Iowa (Des Moines) – Deerfield

Kansas

Prairie Village, Kansas (Kansas City) – Claridge Court

Minnesota

Bloomington, Minnesota – Friendship Village Bloomington

Nebraska

Lincoln, Nebraska – Grand Lodge at the Preserve

Pennsylvania

Upper St. Clair, Pennsylvania (Pittsburgh) – Friendship Village of South Hills

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