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Welcome to Erickson Senior Living

Rebranding defines company's position as leading senior living provider

BALTIMORE—April 2, 2020—As a part of its long-term growth and business strategy, Erickson Living today announced its plan to evolve its brand identity and change the company's name to [Erickson Senior Living](#), effective this July. This rebranding comes as the senior living population continues to grow—doubling to 98 million by 2060—making it more important than ever for senior living providers to distinguish and connect their brands with key audiences.

With customers, markets and product offerings continually evolving, ensuring a company's brand identity stays relevant is vital in meeting emerging customer needs, employee retention and recruitment goals and overall business growth objectives

“Our new brand honors our mission, vision and values; reflects our company's strength in the senior marketplace; and reinforces the promises of financial stability, health and well-being and an active and engaged lifestyle that we make every day to help seniors live better lives,” said Erickson Living Chief Executive Officer Alan Butler. “Inherent in these promises are our proven expertise and commitment to serving the needs of our residents, employees and others in a way that exceeds their expectations and inspires workplace innovations.”

The new brand reflects the results of a research-based brand discovery process, managed by an internal task force that included focus groups, surveys and in-depth reviews of industry and demographic trends. The result of this intensive research effort informed the new brand identity, which clearly defines the company as a senior living manager and developer.

To signify how the Erickson Senior Living culture is embedded in every community the company manages, the new brand logo depicts the aforementioned foundational promises the company makes to residents—financial stability, health and well-being and an active and engaged lifestyle—as three gently curved lines that form a subtle “E.”

“We know a purposeful brand pledge centered on helping people live life to the fullest makes a meaningful difference to those seeking distinctions in the rapidly expanding senior living marketplace,” said Erickson Living Executive Vice President of Sales, Marketing and Communications Tom Neubauer. “This rebranding



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reflects the essence of who we are as an organization and represents our unwavering commitment to providing the industry's best programs, services and amenities.”

As the nation's sixth-largest senior living provider (annual industry ranking by Argentum), Erickson Living's brand repositioning comes at a time when the company is committed to bringing its unparalleled lifestyle to an increasing number of seniors. In 2019 alone, the company secured a record 2,673 settlements and achieved a 95 percent, industry-leading occupancy level.

Erickson Living plans to invest more than \$2 billion in development and construction over the next five years. Across the enterprise in 2019, seven new buildings comprising 737 apartment homes opened and 15 new buildings, comprising more than 1,570 total apartment homes, are currently under construction. In addition, 13 major independent living repositioning projects and nine continuing care expansion and repositioning projects are currently underway. The company's next scheduled projects include opening [Siena Lakes](#) (2021) in North Naples, Fla., and Avery Point (2022) just outside Richmond, Va. Other communities on the horizon include [Woodleigh Chase](#) in Braddock, Va., as well as those contingent on final zoning approval—a property in Clarksville, Md., and plans to redevelop the existing Marriott International, Inc., global headquarters site in downtown Bethesda, Md.

About Erickson Living: Erickson Living is a nation-leading developer and manager of continuing care retirement communities. More than 27,000 residents supported by a team of 15,000-plus employees reside at Erickson Living-managed communities in 11 states, the majority of which are supported by [National Senior Campuses, Inc.](#), a not-for-profit governing board that provides financial and operational oversight for the residents.