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Immediate Release

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Greenfield Senior Living, Inc. announces the acquisition of assisted living and memory care community in Williamsburg, Virginia:

(FALLS CHURCH, VA) – May 21st, 2013 - Greenfield Senior Living, Inc., a Falls Church, Virginia-based senior living service provider, announced today the acquisition of a 48-unit assisted living and memory care community located in historically rich and diverse Williamsburg, Virginia. The new community, located at 251 Patriot Lane off Richmond Road and near Walter Mill Park, will be named Greenfield Assisted Living of Williamsburg. The community will remain closed while it undergoes a million-dollar renovation. Renovations are expected to take five months. When opened in October, 2013, Greenfield of Williamsburg will join seven other Greenfield Senior Living communities in the Commonwealth of Virginia.

“Our company and team are excited with the acquisition of our new Williamsburg Community,” stated Mathew A Peponis, President and CEO of Greenfield Senior Living Inc. “As a company that is passionate about the care and services that are provided to seniors, we are excited to be in Williamsburg. We look forward to the future and partnerships that we will create with our Williamsburg family and community.” David K. McHarg, Chief Operations Officer of Greenfield Senior Living, Inc. stated, “We have operated passionately senior care communities in the Commonwealth of Virginia for over eleven years. We are excited to build on our commitment to provide outstanding care to seniors, and we continue to be successful by building strong partnerships with leading healthcare professionals who are committed to our shared mission. We now build on our commitment in Williamsburg.”

“The community will feature an on-site medical wellness office, and will partner with experienced healthcare professionals to transform collaboratively the assisted living experience,” said Kevin Bonello, Director of Communications for Greenfield Senior Living, Inc. This new assisted living care model will create a new home for 65 seniors in a one-of-a-kind, state-of-the-art, assisted living and memory care community. The Greenfield care team will collaborate to integrate health care professionals from different disciplines into one residential setting and, as a result, define a new era in total assisted living resident care.

In the coming weeks, Greenfield will announce a detailed renovation plan for the community, plan ground breaking celebrations, and seek outreach opportunities to the Williamsburg area’s Senior community.

About Greenfield Senior Living

The Greenfield Senior Living mission: By building bridges within communities, we transform the experiences of senior living and allow our residents to lead full and enriching lives. Through superior outcomes in resident care, an exceptional dining experience and unique social and recreational programs, Greenfield Senior Living of Falls Church, Virginia has transformed senior living in communities across Virginia, Tennessee and Pennsylvania. Offering assisted living, memory care and independent living programs, we are dedicated to “Caring for those who cared for us”™ and take privilege in the opportunity to make a difference in the lives of our extended family. Integrity is the heartbeat of our organization, ensuring our residents and care teams are always treated with respect and dignity. As of May 2013, Greenfield employs approximately 650 people and serves over 920 residents in twelve communities.

For further information, please contact:

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