



One Eighty Chief Operating Officer Discusses Future of Senior Housing at BC Senior Living Association Event

SEATTLE, WA., October 18, 2008 – Andy Gomes, Chief Operating Officer and Partner at One Eighty, recently spoke at the British Columbia Senior Living Association in Vancouver, British Columbia. In his nearly two decades of experience, Gomes has provided strong operations leadership for One Eighty that has resulted in outstanding growth, resident and employee satisfaction.

The BCSLA trade association works together with Independent and Assisted Living providers to represent the retirement community in Canada. BCSLA was formed with the mission to provide leadership and networking opportunities for industry professionals who are committed to innovation, resident choice and excellence.

His presentation, entitled “Would You Rather?,” was a thought provoking discussion that challenged current preconceptions and beliefs about what we expect during our retirement years. “We always have to ask ourselves, ‘What would I want to have if I lived here myself?’” Gomes said. “At the end of the day, we can never overlook the human element and how important that is when running our businesses.” During his comments, Gomes spoke about the importance of putting yourself in the customer’s shoes and

understanding their desires, feeling and emotions. “You can make decisions that are in the best interest of your business and your customers,” Gomes said. “That’s the win-win type situation you’re looking for.”

About One Eighty Leisure Care, LLC

One Eighty is a privately-held company located in downtown Seattle, Washington. Chairman and CEO, Dan Madsen has developed a combination of people, platform and pipeline focused on changing the way business is done. His drive is to make One Eighty not only a great company to work with, but also a great company to work for. Since 1988, his business philosophy has been simple – Always put people first and positively impact the lives of employees, customers and business associates everyday. This philosophy has been applied to One Eighty’s senior housing brands (Leisure Care, Leisure Care Premiere, Dolcetto and Signature 180.) They operate over 40 communities and nearly 7,000 units in the Western United States and Canada. Already this year, the company opened five projects in Bellevue, Washington; Colorado Springs and Fort Collins, Colorado; Toronto, Ontario; and Phoenix, Arizona. One Eighty also owns hospitality brands Twist Travel™, PrimeFit™ and Edibility.™ For more information visit www.oneeightytwist.com

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