

ONE EIGHTY/LEISURE CARE ANNOUNCES NEW PARTNER

Leisure Care Senior Vice President Jason Childers joins One Eighty Senior Advisory Group to help provide company oversight

(SEATTLE) December 8, 2011 – Seattle-based [One Eighty/Leisure Care](#) announces that Jason Childers has been named partner. In addition to assuming partnership responsibilities, Childers will continue in his role as senior vice president of [Leisure Care](#) retirement communities.

One Eighty, parent company of Leisure Care and other senior housing and hospitality brands, is in growth mode. This partner announcement comes on the heels of the launch of the [oeMelody](#) campaign — a “dating” site concept that Childers helped to create — in which the company is looking to acquire properties through purchase and lease opportunities, as well as build Leisure Care’s portfolio through management agreements.

“Jason’s strategic insight and creativity is instrumental in the success of One Eighty and its brands — and has been for years,” says One Eighty Chairman and CEO Dan Madsen. “By crafting the branding and story around an idea, and then turning that idea into a reality, he has become the voice of the company; not a lot happens without his touch. Bringing Jason in as a partner is about rounding out a core group of trusted people who not only support the day-to-day but also set the vision for where the company is heading.”

Childers, who joined Leisure Care in 2002 and was promoted to senior vice president in 2010, oversees Leisure Care’s sales and marketing efforts, information technology initiatives, the resident service department, and company-wide policies and procedures. He heads up the development of Leisure Care’s branding strategy, building marketing programs and creating advertising campaigns that have won multiple awards from the National Association of Home Builders and four *Stevies*® at the American Business Awards.

Prior to joining Leisure Care, Childers worked for Doner Advertising and FCB Southern California as a strategic planner on national brand-building and advertising initiatives for Mazda, Kawasaki, Hilton Hotels and Sunkist. He is a graduate of the University of California at San Diego with a degree in economics.

About One Eighty

One Eighty is a privately-held company located in downtown Seattle. 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 every day. This philosophy has been applied to One Eighty’s senior housing brands including Leisure Care, Leisure Care Premier and Signature 180. Leisure Care operates over 35 communities and nearly 5,000 units in the United States and Canada, and One Eighty

International manages retirement communities in Mexico and India. One Eighty also owns the hospitality brands Twist TravelSM, PrimeFitSM and EdibilitySM. For more information, visit www.oneeightytwist.com.

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