



One Eighty Chairman and CEO Dan Madsen Featured at 18th Annual NIC Conference

SEATTLE, WA., October 9, 2008 – Dan Madsen, Chairman and CEO of One Eighty, recently was a guest speaker at the 18th Annual NIC Conference in Chicago, Illinois. The NIC conference is one of the most highly anticipated business events of the year, providing decision makers with key information to assist their senior housing and long-term care projects. By combining objective research and education, NIC has become the primary link between the financial markets and senior housing developers/operators.

Madsen was part of a guest panel that included two other hospitality industry experts. Their keynote's theme was entitled, "Market Penetration Rates: The Art and The Science." A well-known visionary and industry business leader, Madsen discussed how market penetration rates can widely vary in different locations across the country. During his comments, Madsen spoke about the importance of understanding different types of customers when evaluating new growth markets. Also, Madsen stressed the importance of market research and discovering "who lives in a market, what their values are and how they make decisions."

According to Madsen, everything you discover about a prospect tells a story. “From the cars they drive to how they spend their free time, customers will reveal their interests and this can help you in making critical decisions about where you invest,” he said. Overall, Madsen’s comments were well received by the audience of venture capitalists, investment bankers, mortgage brokers and fellow owners, operators and developers of senior housing.

Following this recent speaking engagement, Madsen will next be a featured guest speaker at The Advanced Sales and Marketing Summit for Seniors Housing, Assisted Living and Nursing Industries. This event will be held December 8th-9th at the Ritz Carlton Beach resort and Spa in Naples, Florida. During his keynote, entitled “The CEO Perspective: What Works,” Madsen will share some of his favorite business principles that produce great marketing and sales results. Madsen will also share some tips about the importance of building a strong brand in any business climate and how his company has distinguished themselves as a clear leader in their field.

About One Eighty

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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