

For Immediate Release

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Juniper Communities Acquires Encore Senior Living Residence in Naples, FL as of October 7th

October 6, 2008 (Naples, FL) -Juniper Communities, a national owner-operator of assisted living and skilled nursing facilities is acquiring a secure, purpose- built memory care community in Naples, Florida from Herbert J. Sims and Encore Senior Living. The 3.125 million dollar deal will be finalized on October 7th.The community will be renamed Juniper Village at Naples and offer Juniper’s nationally recognized Wellspring Memory Care Program.

Established in 1988, Juniper is ranked by Provider magazine as one of the country’s *Top 40 Assisted Living Providers* with operations in four states: Florida, Pennsylvania, New Jersey and Colorado. This acquisition expands Juniper Communities base operations in the long term care market.

Formerly known as Encore Senior Village at Naples, the 70 unit facility will now be known as Juniper Village at Naples. According to Lynne S. Katzmann, founder and president of Juniper Communities, “Juniper Village at Naples continues our company’s expansion to serve markets where we have identified a need for our services. People will associate the Juniper Village name with a high level of nurturing and caring service, offering specialized programs that differentiate us from our competitors in a life-affirming, therapeutic environment where residents’ individual strengths and wellness are supported.

“As a company we seek to set the highest standards for innovation, cost-effectiveness and quality in our operations and look forward to partnering with local agencies and businesses to fulfill this mission.”

The facility will undergo upgrades and changes through the addition of signature programs that Juniper Communities has developed for all its residents and employees which include:

- **Connections:** Daily and monthly activities geared to promote and maintain an active body, an engaged mind and a fulfilled spirit. Juniper believes that staying fit physically, and connected socially, is key to healthy aging.

- Green Canopy: An interior and exterior initiative to *green* the residences and programs for environmental sustainability and eco-friendliness. Through Juniper Communities use of green technologies and products, recycling, and energy

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management the residences create healthier living for residents, staff and the community they are located.

- Partners in Caring: Partnering with families and community-based providers of care and service to ensure that all work together to support Juniper's healthy aging initiative.
- In Touch College of Juniper University: A comprehensive education and talent development program designed to empower employees to recognize and care for a resident's individuality while developing their own skills and enhancing their careers.

"We may be new to Naples, but we have been serving residents in our communities and striving to give each resident the most independence and highest quality of life possible, for over twenty years," says Linda Donato, Regional Director of Operations for both the Naples and Cape Coral Juniper Villages. "We are extremely excited to be able to serve the Naples area and bring our nationally recognized Alzheimer's experts and our Wellspring Memory Care Program to the area." Donato continued, "We invite you to come in for a tour and discover the Juniper difference."

A continually profitable, privately held firm with longstanding customer relationships, the company expects continued growth through acquisitions.

About Juniper Communities

Juniper Communities, founded in 1988, owns and operates long-term care communities in Florida, Pennsylvania, Colorado and New Jersey. Juniper is dedicated to *Nurturing the Spirit of Life* in each individual served; and believes the keys to healthy aging are an active body, an engaged mind, and a fulfilled spirit. The company's mission is to serve stakeholders -- residents, families, employee associates, and investors -- with excellence and a strong dedication to the company's hallmarks of quality, value and innovation. Juniper management is committed to a double bottom line -- one of strong financial performance coupled with a superior quality of life in the residences. For more information on Juniper call (973) 661-8300 or visit www.junipercommunities.com

PHOTOS ATTACHED

