



**B R O O K D A L E**  
**SENIOR LIVING**

*Our Mission:*

*Enriching the lives*

*of those we serve*

*with compassion,*

*respect, excellence*

*and integrity.*

*Brookdale Senior Living is a leading national provider of a full spectrum of senior living services throughout the United States. We are dedicated to enriching the lives of our residents every day in every location. Our associates deliver our signature services in a wide range of environments to those who value their freedom and independence, but desire or need services providing them with the highest level of quality, care and value. Brookdale's most important focus remains the satisfaction of our residents and their families.*







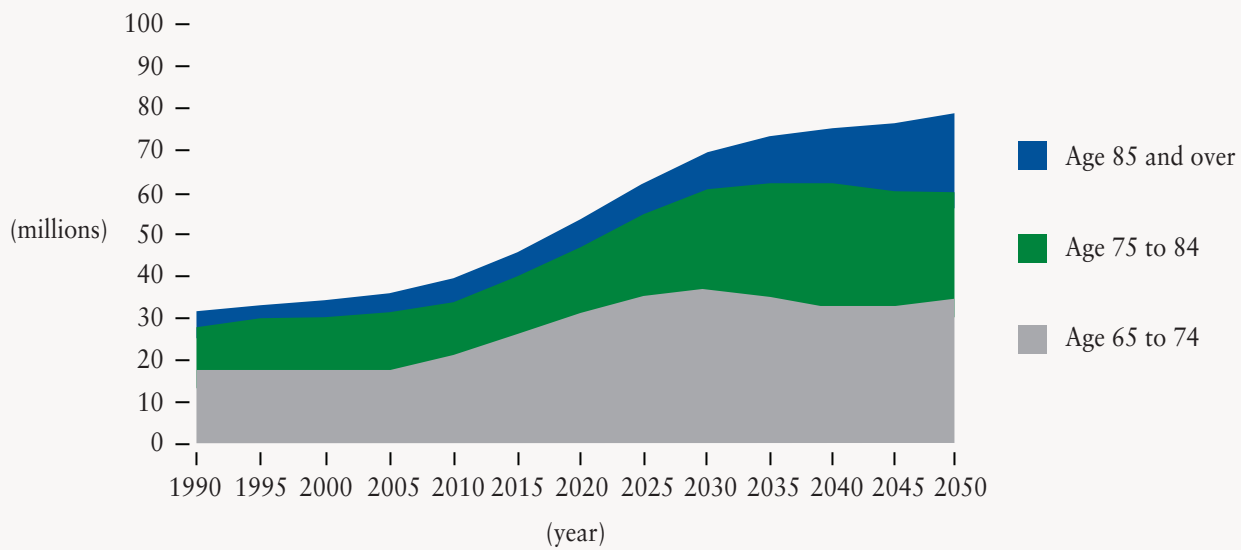
## *The Senior Living Industry*

The country's senior population, Brookdale's target market, is experiencing unprecedented growth, and Brookdale will continue to grow to meet the market demand of seniors today and tomorrow. We are constantly exploring exciting new concepts for improving our residents' quality of life, wellness and their sense of fulfillment.

Consumer awareness and acceptance of senior living alternatives have risen dramatically in recent years. Increasing home values, pensions and retirement savings have made today's seniors the wealthiest demographic group, bringing choice and the ability to afford Brookdale's offerings of lifestyles and care. As seniors and their families become increasingly familiar with Brookdale's high quality standards, and as demand for senior living continues to grow, our communities provide an affordable and practical choice for a large segment of the senior population. Brookdale is uniquely positioned to accommodate the market with a wide range of offerings: independent living, assisted living, continuing care retirement communities, dementia and skilled nursing care.



*Population of persons age 65 and over: 1990 to 2050*



Source: US Department of Commerce





## *Providing A Full Range Of Choices For Today's Seniors*

Brookdale is unique in the senior living industry. We provide our residents with lifestyles, housing, care and services in specially designed, purpose-built environments. By combining attractive physical features with exceptional amenities, programs, and care, our residents enjoy life with any support they need, along with lifestyle and care accommodations as their needs change.

**INDEPENDENT LIVING** – Residents in independent living communities are provided with spacious apartments, dining services, housekeeping, transportation, activities and emergency call response. Without the burdens of home ownership they typically have opportunities for socialization and participation not available to those who live alone, yet they lead active lifestyles both in and outside the community. Most of Brookdale's independent living communities have assisted living components should more services ever be needed.

**ASSISTED LIVING** – Freestanding assisted living communities provide special housing and care options for those who require assistance with the activities of daily living such as dressing,



bathing and medicine administration. Our assisted living communities offer graduated care levels based upon the individual need of residents, as determined by our continual assessment process.

**DEMENTIA CARE** – Brookdale is one of the leading providers of dementia care in the United States through our Clare Bridge communities and programs. Our staff of trained professionals oversee innovative special care and activities for those with dementia and particularly Alzheimer’s disease. Brookdale’s purpose-built dementia care communities are designed with features to help stimulate recognition, recall and wellness in a safe and secure environment.

**CONTINUING CARE RETIREMENT COMMUNITIES (CCRC)** – These are large, campus-type communities that may be either rental or entry-fee based. Although independent living is the predominant lifestyle component, CCRCs also offer multiple levels of care, such as assisted living, skilled nursing and dementia care. This enables residents to age in place without ever having to relocate due to subsequent health issues. Continuing care retirement communities offer comfort, care and the security of knowing the precise location and cost of care if and when it is needed.





## *Helping Residents Improve Their Quality of Life*

Choosing a senior living community represents a lifestyle choice on the part of the resident and their family. Those who choose a Brookdale community understand that they are purchasing much more than a comfortable living environment to call home. In fact, they have made a conscious lifestyle decision designed to deliver enhanced opportunities for pursuing health and life fulfillment through our signature programs.



Optimum Life is a company-wide initiative and an all-encompassing way of life that touches residents, families and associates. Intended as a journey of self examination and discovery, it includes services, features and benefits that allow each resident to pursue their peak level of health, wholeness and fulfillment possible, whatever their real or perceived limitations may be. In Optimum Life, we provide guidance enabling others to understand health and life fulfillment while balancing six key dimensions of personal wellness: emotional, intellectual, physical, social, spiritual and purposeful.



We encourage our residents to celebrate life each day. Inspired dining and vibrant lifestyle activities come together in our Celebrations program, which fills the monthly calendar with themed experiences, special events and group activities that spotlight different cultures and cuisines. “Celebrations” brings together exquisite flavors, well conceived activities planning and residents in a common venue of camaraderie. This program provides joy and sensory fulfillment as it educates, entertains and delights residents.



Brookdale has made substantial investments in culinary systems, staffing and training that enable us to provide mealtime experiences that set our company apart from the competition. From our culinary arts training program for community chefs, to our own Select Seasonings and Bakery programs, Brookdale has created one of the industry’s leading dining services organizations. We continue to enhance these to satisfy the preferences and nutritional needs of our residents with dining choices that offer mealtime fulfillment while meeting dietary requirements.





## *Keeping Residents Well and Healthy*

Early on, we determined that residents want access to reliable wellness services delivered in a familiar atmosphere by someone they know and trust. We provide a variety of health and wellness offerings and ancillary services that add value to our residents' lives, as well as enhancing the marketability of our communities. Having these services available for our residents represents a distinct marketing advantage for us in a business environment that is increasingly competitive.



Innovative Senior Care (ISC) by Brookdale is a fully integrated therapy organization within our company that emphasizes proactive intervention over reactive care. We employ more than 1,000 professional therapists in on-site clinics within our communities. Designed to help residents enhance or regain their independence, ISC integrates proactive and reactive services to improve their health and fitness with comprehensive rehabilitation, exercise and education programs. These include Medicare-certified outpatient physical, occupational and



speech therapy. Delivered on site at Brookdale communities, ISC professionals help our residents to be safer, more mobile, healthier and more vibrant as they age. It also affords residents the opportunity to experience optimal wellness at any age.



Innovative Senior Care by Brookdale also offers licensed Home Care services for residents who require personalized assistance. Delivered in the home by Innovative Senior Care professionals, these services include the full range of therapies and episodic nursing care, as well as help with the activities of daily living that are typically available in assisted living communities. Home Health services are both clinically effective and cost-efficient – and because they are provided in the comfort of the patient’s own residence they are optimally convenient for those who receive them. As a component of Innovative Senior Care, the availability of licensed Home Care means that Brookdale delivers a full spectrum of wellness services to our residents with maximum convenience.





## *Anticipating the Coming Marketplace*

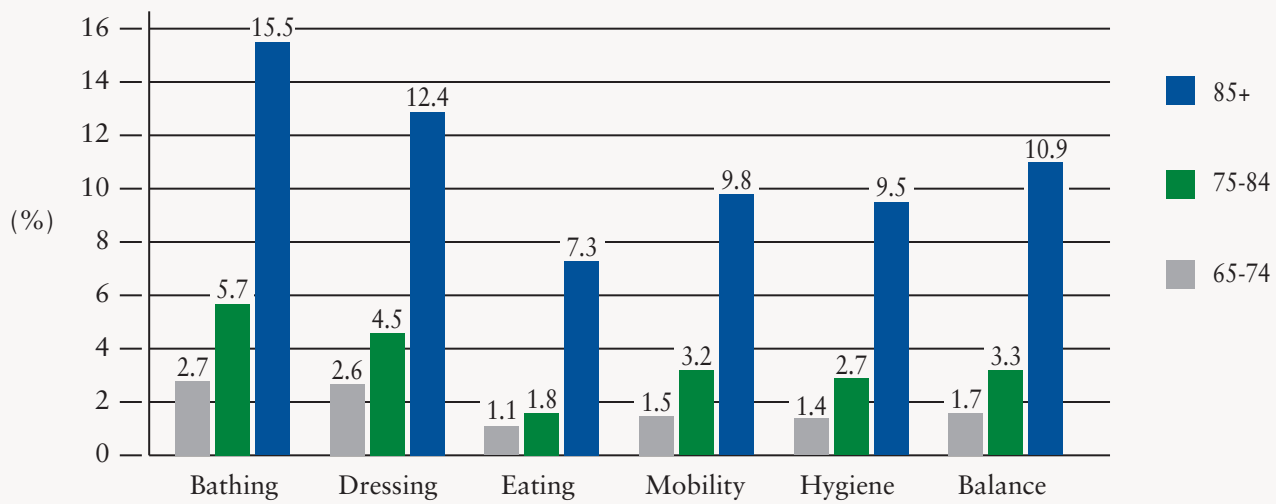
With retirement community occupancy rates increasing steadily as available inventory in existing communities shrinks, waiting lists will grow longer and the value of residences in high quality retirement communities will continue to accelerate. At the same time, the industry is on the cusp of the fabled “baby boom” generation’s coming of retirement age, which presents a new wave of prospects with both the propensity and the resources for enjoying retirement living.

With vision, commitment and keen attention to detail in providing healthy living, wellness services and lifestyle choices, Brookdale has experienced dramatic growth. Our continuing quest for quality within a resident-centered operating philosophy, has positioned Brookdale Senior Living as a recognized national brand.

For our shareholders, this means favorable opportunities to increase the return on their investments. For our company and our staff, it means greater opportunities for growth. And for our residents in all lifestyle options, it assures superb environments of comfort, security and care as they individually pursue an optimum life consisting of health, wholeness and fulfillment.



*Percentage of senior population who need assistance with activities of daily living*



*Source: University of Michigan; National Center for Health Statistics/National Center on Aging*





*Our Cornerstones:*

- *Take ownership and pride in everything we do.*
- *Recognize that good people make the difference and are the key to our success.*
- *Work together as one team.*
- *Provide meaningful rewards for residents, associates and shareholders.*
- *Respect others through honesty, understanding and trust.*
- *Put the resident first and the “bottom line” will take care of itself.*
- *Have fun and celebrate life every day.*







BROOKDALE  
SENIOR LIVING

*For more information about Brookdale Senior Living visit our website:  
[www.brookdaleliving.com](http://www.brookdaleliving.com)*

*Brookdale Senior Living is publicly traded on the NYSE  
under the symbol "BKD."*





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**SENIOR LIVING**

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