



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Lighthouse Communities Opens Tenth Senior Living Residence
In Columbia Heights, Minnesota
Growing Company Breaks Ground on More Units Across the Upper Midwest

MINNEAPOLIS, Minn., January 7, 2010 – Todd Novaczyk, CEO of New Perspective announced the opening of their newest community and the start of construction on the 11th in Superior, Wisconsin. The newest residence from New Perspective Senior Living, Lighthouse of Columbia Heights is now open at 3801 Hart Boulevard.

“Offering the kind of personal, customized, and dignified care you would expect from family is the foundation our Lighthouse communities are built on,” said Novaczyk, founder New Perspective Senior Living. “We look forward to welcoming all of our residents to their new their new home.”

The company also broke ground last month in Superior, Wisconsin on an 11-million dollar one-story facility with 44 assisted living units and 36 memory care units. The new Lighthouse of Superior is expected to be completed by late fall 2010. Once constructed, Superior will bring more than 70 new jobs to the area.

“Providing hundreds of jobs in this economy, while meeting the needs of seniors who deserve a quality of life that allows them to age with grace, has been tremendously rewarding,” Novaczyk said. “Whether someone needs assistance with the tasks of daily living or a secure memory care residence, we give people the freedom of choice to live life in a person-centered, relationship-based residence,” added Novaczyk.

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New Perspective Senior Living has five sites in Minnesota: Barnum, Cloquet, Columbia Heights, Mahtomedi and Waconia; four in Wisconsin: Brookfield, Brown Deer, Mequon and Superior (opening late fall 2010); one in Pella, Iowa; and one in Silvis, Illinois.

For more information on New Perspective Senior Living call, 952-746-3630 or visit www.NPSeniorLiving.com.

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Note to Editors: Contact Doug Anderson at 952-943-3980 or danderson@drivenrevenue.com for interviews, photography and other requests.