

# Innovative Rental Lifestyle

## A New Standard in Seniors Living Open March 2008

By Lizette Parsons Bell, Concert Properties Limited

**W**ith more than 78 million, the baby boomer population is exploding at a record pace. Baby boomers represent the largest generational group in history, and this phenomenon is changing the way we think when it comes to seniors living.

As Canada's largest city with more than 2.5 million residents, Toronto's growing population of aging baby boomers has led to more housing options than ever. Unprecedented innovation is taking place in the building industry with companies in Canada and around the world creating a new style of seniors housing.

Leading the way in bringing a new retirement paradigm to this generation is a collaboration of four companies.

Committed to redefining seniors living communities across the country, Concert Properties is developing and co-owns Tapestry at Village Gate West with Ontario Municipal Employees Retirement System (OMERS) and Sun Life Financial. Leisure Care, LLC, will operate and manage the new community. Together these organizations have developed a high-end retirement community that will represent a new standard in retirement living for active adults and seniors in Canada.

Tapestry at Village Gate West, located at 15 Summerland Terrace, will provide a unique maintenance free housing option for adults 62+ in Toronto. Similar to a luxury resort, this new development represents a high-end lifestyle for seniors who value their independence and want to be involved in a fun and active community.

Concert, an award-winning real estate enterprise based in Vancouver, British Columbia, is widely known for its commitment to excellence, innovation and customer service.

"Becoming a senior doesn't mean slowing down," said David Podmore, President & CEO, Concert Properties Ltd. "At Concert, we are creating communities for people who want to be active physically, socially and intellectually."

Concert and Leisure Care have a history of working together. Leisure Care became the operator of Concert's first award-winning seniors living community, The O'Keefe, in Vancouver, British Columbia. Concert and Leisure Care have since entered into an exclusive arrangement where Concert will develop and own, and Leisure Care will operate, seniors living communities across Canada.





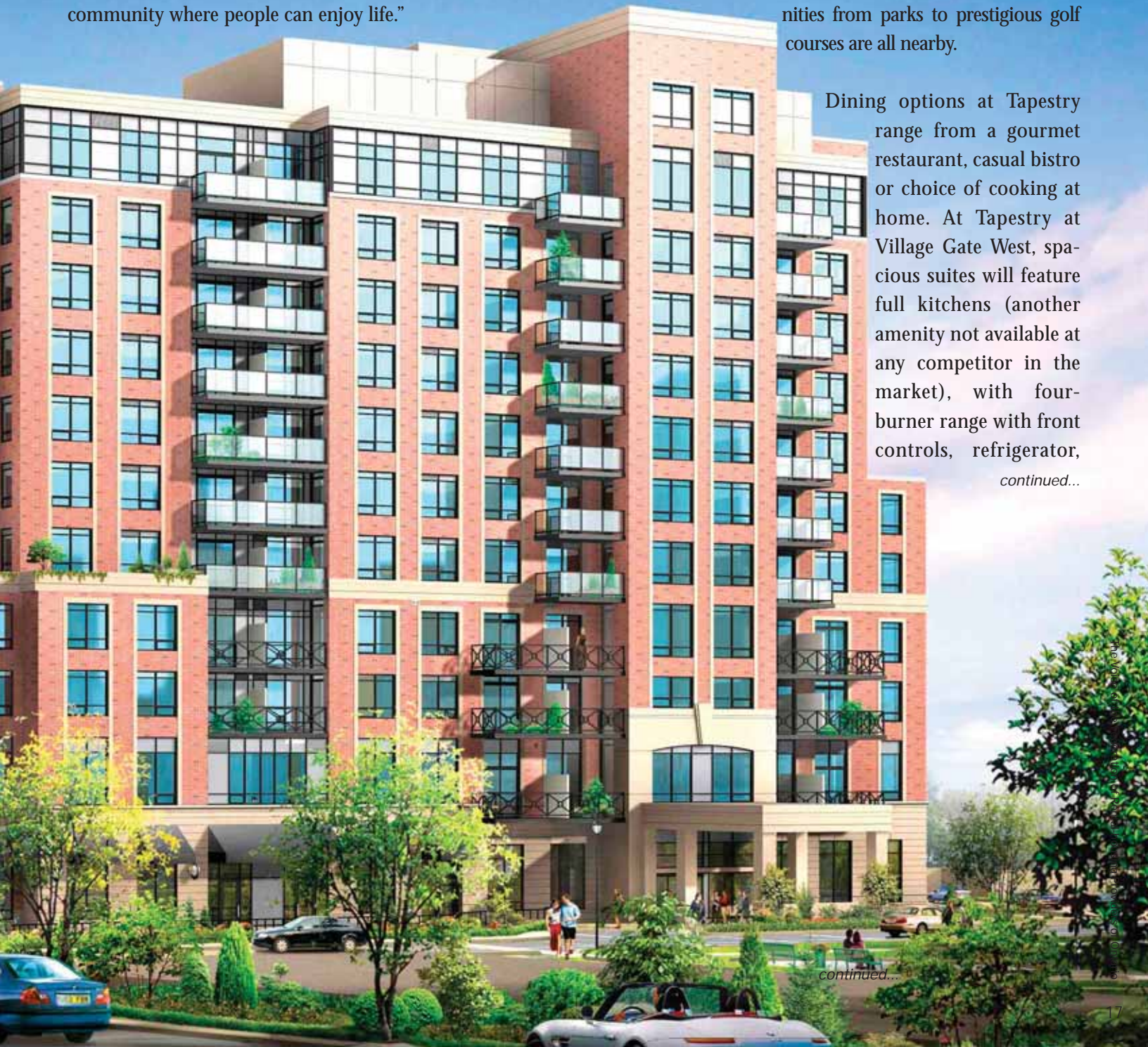
# for Today's Seniors

Building on the success of that development, the companies have joined forces to identify Tapestry as another exciting opportunity. "Tapestry at Village Gate West will provide a one-of-a-kind living environment for leading-edge baby boomers in Toronto," said Dan Madsen, President and CEO at Leisure Care. "It will be a vibrant, active and entertaining community where people can enjoy life."

The 11-storey brick, stone and glass high-rise in the established Islington Village area offers 168 apartment homes, studio, junior one-bedroom, one and two-bedrooms, with more than 3,400 square feet of retail space. Living here, seniors are within easy reach of the area's shops and services for every need, restaurants and cafés for every mood and recreation opportunities from parks to prestigious golf courses are all nearby.

Dining options at Tapestry range from a gourmet restaurant, casual bistro or choice of cooking at home. At Tapestry at Village Gate West, spacious suites will feature full kitchens (another amenity not available at any competitor in the market), with four-burner range with front controls, refrigerator,

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dishwasher and maple cabinetry. All suites have individual climate control heating and air conditioning, and many have balconies. Suites also have 24-hour emergency communication systems with on-site monitoring and expanded cable.

The monthly fee will include weekly housekeeping, cable television, utilities and dining. A full menu of assisted living /personalized health and wellness services are available on an as-needed basis.

Concert, OMERS, Sun Life and Leisure Care are passionate about developing housing that accommodates the needs and desires of today's active adults. At Tapestry at Village Gate West, the community will include Leisure Care signature programs such as PrimeFit™, where a customized workout plan can be created by the PrimeFit Instructor. The Brain Fitness Program from Posit Science™ is another extremely popular program that helps improve memory, strengthen communications and sharpen thinking.

Recently, Leisure Care partnered with Nintendo and placed the innovative Wii video game system in each community. "The Wii provides a perfect way for people of all ages to come together for a fun and memorable time," Madsen noted.

When residents feel like getting away, they can simply contact Travel by Leisure Care (TLC), the award-winning, full-service travel agency available in all Leisure Care communities. This year alone, TLC has taken hundreds of like-minded residents from all communities to exotic destinations, including Italy, New Zealand, Mexico and Alaska.

Additional amenities at this new community will include 24-hour concierge services, indoor saline swimming pool, full-service salon and spa, demonstration kitchen, internet bistro, fully equipped fitness centre, high definition theatre, golf simulator and private transportation services.

When completed in March 2008, Tapestry at Village Gate West will represent one of the newest trends in urban living. "We continue to change the perception of senior living by creating an outstanding living environment," noted Kelly Wilson development manager. "Tapestry at Village Gate West will offer an exciting living option that promotes fun, wellness and a maintenance-free lifestyle for seniors in Toronto."

At Tapestry, quality of life is the goal, along with a deep commitment to providing the finest to residents and their families.

For convenience the Tapestry at Village Gate West presentation centre at 5133 Dundas Street West is open seven days a week. Those interested can drop by and take a tour of the new building and see the choices of lifestyle that will exist in this new community that opened on April 1, 2008. You can also view additional information online at [www.DiscoverTapestry.com](http://www.DiscoverTapestry.com).

### Ownership:

Committed to redefining seniors living communities across Canada, Concert is developing and co-owns Tapestry at Village Gate West with Ontario Municipal Employees Retirement System (OMERS) and Sun Life Financial. Tapestry at Village Gate West will exemplify the commitment of Concert, OMERS and Sun Life Financial to the meet the needs of today's seniors. [www.ConcertProperties.com](http://www.ConcertProperties.com)

### Operating Company:

Exclusive operator of Tapestry Seniors Living Communities in Canada, Leisure Care, LLC., has earned a reputation as an innovator and leader in the retirement housing industry for creating living environments that are active and engaging while providing outstanding customer service. Headquartered in Seattle, Washington, Leisure Care currently manages 31 retirement communities throughout the United States and Canada. [www.LeisureCare.com](http://www.LeisureCare.com)