

**Baywilde Senior Living celebrates Active Aging Week
Community to offer daily events for residents and public**

Webster, NY (September 18, 2008) – Baywilde will join more than 70 other Senior Lifestyle communities nationwide in celebrating Active Aging Week. Open to residents, their families and the public at no charge, each community will host a weeklong celebration focusing on age-friendly activities.

Active Aging Week is an annual health promotion event organized by International Council on Active Aging, an association that supports professionals who develop wellness and fitness facilities and services for adults over 50. Its goal is to promote the benefits of a healthy lifestyle on a national scale by giving older adults the opportunity to experience activities and exercise in a safe, friendly and fun atmosphere.

Senior Lifestyle's communities follow a comprehensive approach to wellness that includes six elements of a healthy lifestyle – physical, intellectual, emotional, spiritual, social and vocational. Community programs promote healthy choices through a range of methods including educational sessions, exercise classes and nutritional menus tailored to the specific needs of the community's residents.

"Senior Lifestyle communities are dedicated to creating an environment that helps ensure each resident lives life to the fullest possible extent," said John Cobb, president and chief executive officer of Senior Lifestyle Corporation. "This is a great opportunity for our communities to encourage seniors to reach beyond diet and exercise, and to focus on healthy choices for body, mind and spirit."

In addition to promoting regular physical activity, good nutrition and attention to medical care, Senior Lifestyle's initiatives help stimulate mental function and build social relationships. "Active Aging Week offers us a chance to build a sense of community and camaraderie, which are keys to motivating older adults to start and stay active," said Tina Brown, Executive Director at Baywilde.

The following Active Aging Week Events are free and open to the community:
Rochester Historic Presentation - Monday, September 22nd 3pm – 4 pm at Castle Pointe
American Music Pops Salute (A.M.P.S.) Band - Monday, September 22nd 7pm – 8pm at Sage Harbor
Elder Abuse Seminar - Wednesday, September 24th 2pm – 3pm at Castle Pointe
For more information or to R.S.V.P. to these events, please call 585-670-7100.

About Senior Lifestyle Corporation

Chicago-based Senior Lifestyle Corporation, founded in 1985, is a leader in the development, operation and ownership of seniors housing and the implementation of innovative programs that help seniors enjoy healthier, more fulfilling lives. With a portfolio of more than 70 communities, Senior Lifestyle offers independent living for every economic level, from luxury to mid-market to affordable. Daily services and activities are tailored to the needs and preferences of each community's residents. For residents who require additional care, many communities also offer assisted living and skilled nursing care. Long recognized among the industry's top companies by the American Seniors Housing Association, Senior Lifestyle was included as the 13th largest owner of seniors communities on National Real Estate Investor's list of the top 50 companies in 2007. Additional information is at www.seniorlifestyle.com.

About International Council on Active Aging

ICAA is the world's largest association dedicated to changing the way we age by uniting professionals in the retirement, assisted living, recreation, fitness, rehabilitation and wellness fields. The council supports these professionals with education, information, resources and tools, so they can achieve optimal success with the growing population of people who are 50 years and older. ICAA is one of more than 50 of the most prominent health and aging organizations working to implement the National Blueprint on Aging. Additional information is at www.icaa.org.