

Riverside ^{at} Belfair

A Bloomfield Senior Living Community

South Carolina's Premiere Retirement Community Now Under New Ownership

PRESS RELEASE

FOR IMMEDIATE RELEASE

May 25, 2010

Bluffton, SC - On January 6, 2010, Riverside at Belfair, located in Bluffton, South Carolina, changed ownership and became a Bloomfield Senior Living community. The Bloomfield Senior Living team has over 40 years of experience as a family company owning and operating seniors housing communities.

Riverside at Belfair is a vibrant independent living community sitting on a well-manicured, beautifully landscaped, 6-acre private setting in the heart of Bluffton. Its uniquely elegant architecture, luxurious interior design, state-of-the-art amenities and safe, secure and relaxing atmosphere makes it South Carolina's premier community for retirement living. Riverside offers affordable month-to-month private apartment rentals – a smart financial choice considering there are no buy-in fees or long term leases. Riverside provides a wide variety of personalized services, life enrichment activities and wellness, cultural and educational programs administered by its highly trained and devoted staff. The Bloomfield Senior Living team stated, "we will upgrade the community and provide additional services enabling our residents to continue enjoying an independent lifestyle and their retirement years. We are committed to enhancing the lives of our staff and residents, and making Riverside an even better home." Scottt Kantor, Vice Present of Operations of Bloomfield Senior Living, added "Bluffton is one of the fastest growing municipalities in the State and we look forward to becoming an active member of the community." The Riverside at Belfair family works extremely hard every day to create a lifestyle for its residents by ensuring that their tailored personal needs are met, while maintaining the highest level of choice, autonomy, dignity, privacy and respect. Bloomfield Senior Living is thrilled to bring over 4 decades of experience and success to Riverside at Belfair. For additional information, please contact:

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About Bloomfield Senior Living

Bloomfield Senior Living is family owned and operated. The Bloomfield Senior Living family has been providing personalized service and platinum care to seniors since 1965. We presently own and operate a diversified, growing portfolio of senior housing communities in select markets throughout the United States. We offer a full continuum of personalized senior living services, including independent and assisted living, memory care, rehabilitative and skilled nursing. Our strong and long-standing professional relationships, consistently maintained high occupancy rates, reputation, high standards of care and revolutionized health care programs have become the hallmarks of our success over the past 4 decades. For additional information, please visit: www.bloomfieldseniorliving.com