



NEWS RELEASE

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Watersong Sales Center Opens to the Public

Membership to Priority Club Commemorates Opening

Viera, Fla., Sept. 13, 2007 – Anticipation continues to build as Senior Living Communities, a developer of premier retirement communities throughout the Southeast, unveils its sales center for Watersong, a new retirement community in Viera. The sales center, located in One Senior Place at 8085 Spyglass Hill Road, will open to the public on Tuesday, Sept. 18.

Designed by Joyce Design Group, the office interior provides a welcoming and informational experience for visitors and prospects alike. Inside, guests will be able to enjoy comfortable furnishings and lively displays, all providing a glimpse into the master-planned retirement community.

Hours of the sales center will coincide with those of One Senior Place, Monday through Friday 8:30 a.m.-5:00 p.m. To schedule an appointment, please call Shelly Lockhart, executive director at Watersong, at 321.253.6324.

To commemorate the opening, prospective buyers will be able to participate in a Priority Club offering, where a refundable deposit of \$2,500 can be made to reserve a community lot or villa. Deposits will guarantee members reservations on the waiting list for a lot or villa until public pricing is released. The date of deposit will also be used to assign a reservation number, and to determine the priority of lot selection.

The Priority Club reservation agreement does not guarantee an occupancy fee price, monthly service fee, a particular lot, villa unit or location within the Watersong campus. In addition, the deposit will be placed in an escrow account and paid interest at 5% APR. Either party has the right to cancel the agreement without prior notice. Should the agreement be cancelled, the member's deposit, with interest, will be immediately refunded in full.

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About Senior Living Communities

Senior Living Communities owns and operates premier retirement communities in South Carolina, North Carolina and Florida. By optimally combining the very best people, proven processes and financial success, Senior Living Communities is able to create continuing care retirement communities (CCRC) dedicated to helping its members live long and live well. Its management team is expertly disciplined in the areas of single-family marketing, healthcare marketing, healthcare management, building maintenances, housekeeping, and hospitality services.

Senior Living Communities believes the key to consistently offering great services and achieving resident satisfaction is in their ability to hire, train, and retain good people. Its goal is to provide a community where its members live long, live well, live. For more information on Watersong, please visit www.Water-Song.com or Senior Living Communities at www.Senior-Living-Communities.com.

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