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Dear Acts Residents and Staff Members:

We are pleased to be writing to you today to inform you about the next chapter in the Acts Retirement-Life Communities brand refresh!

As we described in our initial letter about this exciting initiative, we say "refreshed" rather than "recreated," because the Acts brand attributes have not changed over time, but instead have been enhanced!

As you may be aware, the Acts brand refresh initiative started with comprehensive consumer research with Acts residents, prospective residents, leadership and community-level staff and even age- and income-qualified adults who have not yet inquired about Acts but live in areas near Acts communities. From the research, we learned that the Acts reputation and name were the leading attributes upon which these customers placed high value. The summary of research indicated that the benefits that carried all three primary brand attributes of being "essential, real and distinctive" were 1) Acts history of financial stability; 2) The advantages of Acts breadth—21 communities in 8 states; 3) The quality of operations and cost efficiencies associated with Acts' being the largest not-for-profit owner/operator/developer in the U.S. and 4) The high standards and focus associated with Acts' Christian heritage and not-for-profit status.

In short, the Acts brand proved, through this consumer research, to be a strong driver of both customer decision-making and brand strength. For this reason, to continue to market the benefits of both local community life and the powerful stability of the Acts organization, the new community logos will feature both Acts Retirement-Life Communities AND the community name.

Here are samples of one logo from each of the Acts regions:



We plan to begin using these new logos in our internal and external communication moving forward, and we encourage you to join us in celebrating the refreshed Acts brand as it illustrates the future of the organization and your Acts community!

We rely upon, and thank you for, your support as we carry forth the Acts mission and values in your communities and throughout our organization!

With Sincere Appreciation,

Mark Vanderbeck
Chief Executive Officer
Acts Retirement-Life Communities

Gerald T. Grant
President and Chief Operating Officer
Acts Retirement-Life Communities