

SUMMARY
OF
CAPABILITIES & CREDENTIALS
FOR
MDS, INC.

A Two Generation Company

2012

MOORE DIVERSIFIED SERVICES, INC.

3001 Halloran Street Fort Worth, TX 76107

817-731-4266 817-738-2031 fax

www.m-d-s.com mdsresearch@m-d-s.com

MDS

THE SENIORS MARKET EXPERTS ***SERVING CLIENTS FOR OVER 40 YEARS***

SERVICES PROVIDED

- Market Feasibility Studies
- Financial Feasibility/Pro Formas
- Operations Analysis
- Strategic Situation Analyses
- Strategic Marketing Consulting
- Lender Due Diligence
- Development Consulting
- Investment/Financing Advisory Svcs
- Strategic Planning/Retreats

MARKET SECTORS SERVED

- Active Adult
- Senior Apartments
- Independent Living
- Assisted Living
- Alzheimer's/Dementia/Memory Care
- Nursing
- Subacute
- Community Based Services
- Home Health Services
- Continuing Care At Home (CCAH)

There is no substitute for experience.

MDS has conducted over 2,000 comprehensive consulting engagements in over 750 markets in 49 states. Major international engagements have been conducted in Mexico, Japan, Canada, France, United Kingdom and Australia.

MDS has also conducted over 700 videotaped focus groups. This has provided a unique qualitative insight into a variety of market segments. There is much more to evaluating the market than just "numbers." MDS has a unique national data base and experience regarding both the qualitative and quantitative aspects of the Seniors market.

MDS is a two generation company. Jim Moore, the company's founder, has over 40 years of industry experience. Lynne Moore, a seasoned MDS professional with over 20 years of MDS experience, is President and Project Manager for the MDS Research Company.

All this experience is implemented out of one central office to avoid inevitable dilution of talent. MDS has conducted more major feasibility studies and consulting engagements from a single office than any other consulting firm in the industry today.

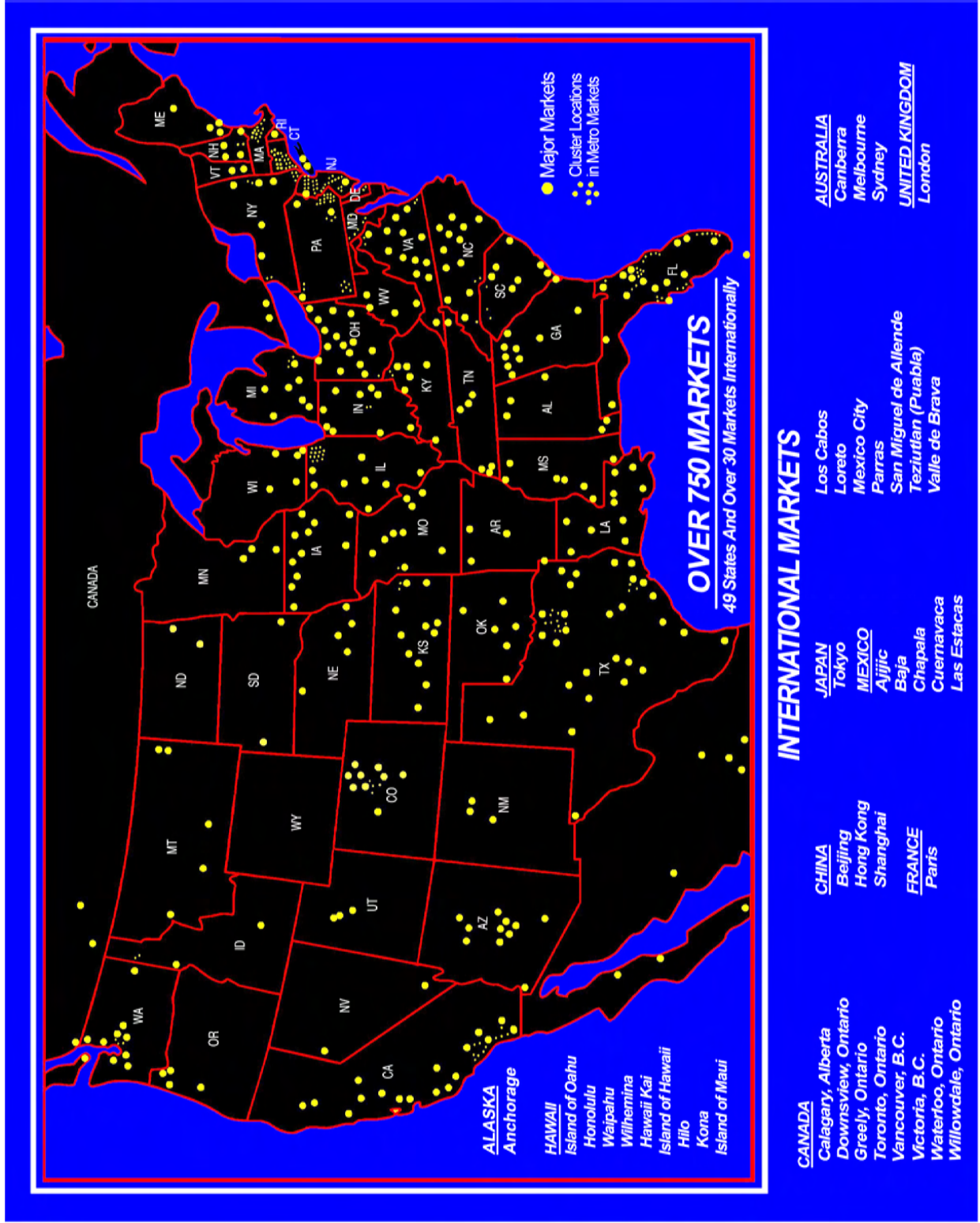
For over 40 years, the firm has provided innovative consulting for a broad spectrum of national leaders and small organizations - with a balanced mix of both for-profit and not-for-profit clients.

If you need to know the market - You need to know MDS

MDS **Moore Diversified Services, Inc.**
Market Research/Business Consulting

3001 Halloran Street, Fort Worth, Texas 76107
817-731-4266 Fax 817-738-2031 mdsresearch@m-d-s.com www.m-d-s.com

MDS SENIOR LIVING EXPERIENCE



MOORE DIVERSIFIED SERVICES, INC.

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If You Need To Know The Seniors Market...

...You Need To Know MDS

MDS is a national leader in conducting broad-based consulting, market research and market feasibility studies in the Seniors housing and health care industries. The firm has pioneered creative market feasibility methodologies and marketing strategies relative to these ever-changing, complex market segments.

Founded in 1971, MDS, with its experienced, permanent staff, has specific expertise in market feasibility studies, financial pro forma analysis, investment advisory services, consumer and industry survey, innovative videotaped focus groups, and business venture analysis. Each year, the firm conducts hundreds of studies for proprietary and not-for-profit clients across the United States.

This experience has been integrated with the firm's traditionally strong credentials in the real estate and health care industries. MDS is also a leader in market analysis and strategic planning in the rapidly growing assisted living/personal care industry.

MDS is a two generation company. Jim Moore, the company's founder, has over 40 years of industry experience. Lynne Moore is a seasoned, second generation MDS professional with over 30 years of MDS experience. She is President and Project Manager for the MDS Research Company and is responsible for the coordination and execution of all MDS market research related projects and work products.

All this experience is implemented out of one central office in Fort Worth, Texas to avoid inevitable dilution of talent involved in multi-office operations. MDS has conducted more major Senior housing and health care feasibility studies and consulting engagements from a single office than any other consulting firm in the industry today.

The firm has conducted over 2,000 comprehensive consulting engagements in over 750 individual markets in 49 states. MDS has also conducted major engagements internationally in Mexico, Japan, Canada, France, Australia and the United Kingdom. In addition to its significant industry experience derived from its continuing proprietary client research, MDS invests heavily in internal research and development, staying on the leading edge of ever-changing marketplace trends.

MDS has also conducted over 700 videotaped focus groups. This has provided a unique qualitative insight into a variety of market segments. There is much more to evaluating the market than just "numbers". MDS has a unique national data base and experience regarding both the qualitative and quantitative aspects of the Seniors market.

MDS is actively involved in major Seniors housing and health care trade associations at both the national and state level, coupled with national seminar activities. Jim Moore, President of MDS, serves on the Board of Directors of a major Senior living company traded on the New York Stock Exchange. He is also an independent director serving on the Board of a major not-for-profit CCRC. Jim regularly writes articles for several leading Senior housing and health care publications, in addition to his own published books – *Assisted Living Strategies for Changing Markets* and *Independent Living and CCRCs*.

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TYPICAL LOCATIONS OF MAJOR SENIOR HOUSING AND HEALTH CARE CONSULTING ENGAGEMENTS

**Multiple Engagements in Many Markets
There is NO Substitute for Experience!**

MDS, Inc. has been serving clients for over 40 years. The company has conducted over 2,000 major Senior housing and health care consulting engagements in over 750 markets in 49 states - experience that is unmatched in the industry today. The company has also conducted major international consulting engagements in Japan, Australia, Canada, Europe and Mexico.

ALABAMA

Decatur
Huntsville
Mobile
Spanish Fort
Valley

ALASKA

Anchorage

ARIZONA

Carefree
Chandler
Cottonwood
Flagstaff
Gilbert
Lake Havasu City
Mesa
Payson
Peoria
Phoenix
Prescott
Scottsdale
Sedona
Sun City
Tucson
Youngtown
Yuma

ARKANSAS

Bentonville
Little Rock
Mountain Home
Texarkana

CALIFORNIA

Antioch
Bakersfield
Berkeley
Beverly Hills
Burbank
Burlingame

Camarillo
Campbell
Carlsbad
Carmel Valley
Chandler
Chula Vista
Concord
Colusa
Daly City
Danville
Davis
Duarte
El Cajon
El Segundo
Elk Grove
Encinitas
Escondido
Fairfield
Foster City
Fremont
Fresno
Fullerton
Goleta
Grass Valley
Hemet
Hollywood
Lafayette
Laguna Hills
La Jolla
Lancaster
Lemon Grove
Loma Linda
Long Beach
Los Angeles
Los Gatos
Marin County
Millbrae
Monterey/Carmel
Napa
Northridge
Novato
Oakdale

Oakley
Oceanside
Ojai
Ontario
Orange
Orange County
Palm Springs
Perris
Placerville
Pleasant Hill
Pleasanton
Poway
Quartz Hill
Ramona
Rancho Bernardo
Rancho Mirage
Rancho San Diego
Rancho Santa Fe
Riverside
Rohnert Park
Rosemead
Roseville
Sacramento
Santee
San Diego
San Francisco
San Jose
San Luis Obispo
San Marcos
San Rafael
Santa Ana
Santa Barbara
Santa Cruz
Santa Rosa
Scotts Valley
Sun City
Sunnyvale
Thousand Oaks
Upland
Vallejo
Walnut Creek
Yorba Linda

COLORADO

Aurora
Avon
Battlement Mesa
Boulder
Broomfield
Colorado Springs
Dacono
Denver
Durango
Estes Park
Fort Collins
Greeley
Greenwood Village
Lakewood
Littleton
Louisville
Loveland
Montrose
Pueblo
Thornton
Westminster
Woodland Park

CONNECTICUT

Avon
Berlin
Bridgeport
Brookfield
Chester
Danbury
East Hampton
East Haven
Enfield
Fairfield
Farmington
Glastonbury
Greenwich
Hamden

**Typical Locations of Major
Consulting Engagements**

CONNECTICUT

(continued)

Hartford
Manchester
Meriden
Middletown
Milford
Mystic
Naugatuck
New Haven
Newington
Old Saybrook
Redding
Rocky Hill
Southbury
Stamford
Trumbull
Vernon
Waterbury
Watertown
West Hartford
Weston
Windham
Windsor
Woodbridge

DELAWARE

Lewes
New Castle
Rehoboth Beach
Wilmington

FLORIDA

Altamonte Springs
Boca Raton
Bradenton
Brandon
Brevard County
Clearwater
Clermont
Coconut Creek
Cooper City
DeLand
Delray Beach
Deltona
Destin
Fort Lauderdale
Fort Myers
Fort Walton Beach
Hollywood
Jacksonville
Jacksonville Beach
Jupiter

Key West
Lady Lake
Largo
Leesburg
Longwood
Maitland
Marco Island
Miami
Naples
Ocala
Orlando
Ormond Beach
Palm Beach Gardens
Palm Springs
Panama City
Pompano Beach
Port Charlotte
Rockledge
St. Augustine
Santa Rosa
Sarasota
Sebastian
Stuart
Tallahassee
Tampa/St. Petersburg
Tavares
Tequesta
Timber Pines
Titusville
Turnberry
Venice
West Palm Beach
Windemere
Winter Haven
Winter Park

GEORGIA

Atlanta
Buckhead
Canton
Cedartown
Cumming
Dallas
Decatur
Duluth
Dunwoody
Forsyth County
Helen
Hiawassee
Jonesboro
Kennesaw
Lithonia
Macon

Marietta
Royston
Savannah
Stockbridge
Suwanee
Waycross

HAWAII

Island of Oahu:

- Honolulu
- Waipahu
- Wilhemina
- Hawaii Kai

Island of Hawaii:

- Hilo
- Kona

Island of Maui

IDAHO

Coeur d'Alene
Eagle
Hailey
Lewiston
Post Falls

ILLINOIS

Arlington Heights
Bethalto
Bourbonnais
Carbondale
Chelsea
Chicago
Clarendon Hills
Darien
Decatur
Des Plaines
East Peoria
Elk Grove Village
Evanston
Fairview Heights
Freeport
Glen Carbon
Glenview
Hoffman Estates
Lake Forest
Libertyville
Lincoln Park
Lisle
Moline
Naperville
Niles
Oak Brook

Oak Park
Orland Park
Palos Heights
Pekin
Peoria
Quincy
Rock Island
Rockford
Shiloh
Skokie
Springfield
St. Charles
Vernon Hills
Wheaton

INDIANA

Anderson
Bedford
Bright
Carmel
Chesterton
Covington
Crawfordsville
Crown Point
Elkhart
Evansville
Franklin
Fort Wayne
Goshen
Greencastle
Greenwood
Huntingburg
Indianapolis
Kokomo
Lafayette
La Porte
Lawrenceburg
Martinsville
Merrillville
New Castle
Newburgh
Rising Sun
Rushville
South Bend
Terre Haute
Valparaiso
Vincennes
Wabash

**Typical Locations of Major
Consulting Engagements**

IOWA

Algona
Ames
Cedar Falls
Cedar Rapids
Centerville
Clive
Davenport
Des Moines
Dyersville
Emmetsburg
Hampton
Iowa City
Iowa Falls
Johnston
Keokuk
Maquoketa
Marshalltown
Mason City
New Hampton
Orange City
Prairie City

KANSAS

Belle Plaine
Chanute
Clearwater
Dodge City
Fort Scott
Garden City
Great Bend
Johnson County
Junction City
Kansas City
Larned
Lawrence
Medicine Lodge
Olathe
Overland Park
Prairie Village
Salina
Shawnee
Topeka
Wichita

KENTUCKY

Covington
Crestview Hills
Florence
Frankfort
Lexington
London
Louisville

Owensboro
Paducah
Villa Hills

LOUISIANA

Alexandria
Baton Rouge
Covington
Houma
Lafayette
Lake Charles
Monroe
New Orleans
Shreveport
Zachary

MAINE

Bangor
Brunswick
Camden
Kennebunk
Lewiston
Orono
Portland
Topsham
Yarmouth

MARYLAND

Annapolis
Baltimore
Bethesda
Chevy Chase
Columbia
Frederick
Hagerstown
Hunt Valley
Hyattsville
Lanham
Pikesville
Potomac
Rockville
Silver Spring
Towson

MASSACHUSETTS

Agawam
Boston
Braintree
Brighton
Cape Cod/
Yarmouthport
Chatham
Chestnut Hill

Danvers
Dartmouth
Dedham
Duxbury
Falmouth
Framingham
Hingham
Jamaica Plain
Kingston
Mansfield
Nantucket
Natick
Newton Center
North Andover
North Chelmsford
Plymouth
Quincy
Springfield
Sudbury
Waltham
Wellesley
Westborough
Westford
Winchester

MICHIGAN

Ann Arbor
Auburn Hills
Battle Creek
Berrien
Bloomfield Hills
Brownstown
Township
Clinton Township
Canton
Dearborn Heights
Detroit
Fenton
Grand Rapids
Hamilton
Holland
Jackson
Kalamazoo
Lansing
Midland
Muskegon
Northville
Oak Park
Orion Township
Saginaw
Southfield
Sterling Heights

MINNESOTA

Minneapolis
Rochester
St. Paul

MISSISSIPPI

Biloxi
Brandon
Flowood
Gulfport
Hattiesburg
Jackson
Madison
Natchez
Ocean Springs
Oxford
Southaven
Waveland

MISSOURI

Chesterfield
Columbia
Creve Coeur
Ellisville
Farmington
Florissant
Jefferson City
Kansas City
Kirksville
Lees Summit
Moberly
O'Fallon
St. Louis
St. Peters
Springfield
Union

MONTANA

Billings
Bozeman
Culbertson
Missoula
Sidney

NEBRASKA

Columbus
Grand Island
Lincoln
Omaha
Valentine

**Typical Locations of Major
Consulting Engagements**

NEVADA

Las Vegas
Reno

**NEW
HAMPSHIRE**

Bedford
Berlin
Concord
Hanover
Manchester
Merrimack
Nashua
Newport
Rochester
Sunapee
Windham

NEW JERSEY

Asbury Park
Atlantic City
Branchville
Camden
Cherry Hill
Cranford
Edgewater
Ewing
Flemington
Florham Park
Jamesburg
Lakewood
Mays Landing
Middletown
Montclair
Mountainside
New Brunswick
New Providence
Pennington
Plainsboro
Princeton
Red Bank
River Vale
Saddle River
Sea Girt
Shrewsbury
Summit
Teaneck
Toms River
Trenton
Washington Township
West Orange
West Windsor
Woodbridge

NEW MEXICO

Albuquerque
Los Alamos
Rio Rancho
Santa Fe

NEW YORK

Albany
Armonk
Brockport
Bronx
Brookhaven
Brooklyn
Buffalo
Cheektowaga
Garrison
Guilderland
Hamburg
Hyde Park
Katonah
Kenmore
Lake George
Lockport
Long Island
Manhattan
Millbrook
Mount Kisco
New City
New Rochelle
New York City
Ogdensburg
Port Chester
Poughkeepsie
Putnam County
Queens
Riverdale
Rye
Saratoga Springs
St. Lawrence County
Staten Island
Syracuse
Troy
Village of Ardsley
Westport
Wheatfield
White Plains
Yonkers

NORTH

CAROLINA

Advance
Asheville
Black Mountain
Boone
Cary
Chapel Hill
Charlotte
Concord
Cornelius
Denver
Durham
Gastonia
Greensboro
Hendersonville
Jefferson
Lenoir
Pinehurst
Pineville
Pittsboro
Raleigh
Rock Hill
Sylva
Wilkesboro
Wilmington
Winston-Salem

NORTH DAKOTA

Jamestown
Grand Forks

OHIO

Beechwood
Canton
Chagrin Falls
Chardon
Cincinnati
Cleveland
Cuyahoga Falls
Dayton
Dublin
Fairfield
Hillard
Lakewood
Lexington
Lima
Loveland
Macedonia
Mansfield
Mason
Miami Township
Middletown

Mt. Gilead
North Ridgeville
Perrysburg
Richland County
Richmond Heights
Sandusky
St. Clairsville
Sharmville
Solon
Springdale
Springfield
Strongsville
Toledo
Vermilion
Washington Court
House
Westlake
Willoughby
Youngstown

OKLAHOMA

Altus
Ardmore
Bethany
Checotah
Duncan
Edmond
Hobart
Hollis
McAlester
Muskogee
Norman
Oklahoma City
Perkins
Stroud
Tahlequah
Tulsa

OREGON

Clackamas
Eugene
McMinnville
Portland

PENNSYLVANIA

Allegheny County
Allentown
Blue Bell
Concord Township
Conshohocken

**Typical Locations of Major
Consulting Engagements**

PENNSYLVANIA

(continued)
Doylestown
Ebensburg
Elkins Park
Erie
Flourtown
Gladwyne
Greensburg
Harrisburg
Hershey
Hidden Valley
Huntington Valley
Jenkintown
Kemper
Lancaster
Lansdale
Latrobe
McKeesport
McKees Rocks
Middletown
Monongahela
Monroeville
Mt. Lebanon
Mt. Pleasant
Nether Providence
New Kensington
Northampton
Philadelphia
Pittsburgh
Plymouth Township
Quakertown
Reading
Saxonburg
Scranton
Sewickley
Topton
York
Youngsville
Warminster
Warren
Wilkinsburg
Worcester
Wyomissing

RHODE ISLAND

Providence
Warwick

**SOUTH
CAROLINA**

Charleston
Columbia
Fort Mill
Greenville
Hilton Head
Lake Wylie
Lexington
Mount Pleasant
Myrtle Beach
Spartanburg

SOUTH DAKOTA

Deadwood
Sioux Falls

TENNESSEE

Antioch
Brentwood
Bristol
Collierville
Cookeville
Covington
Crossville
Germantown
Hixson
Knoxville
Maryville
Memphis
Nashville
Seymour
Union City

TEXAS

Abilene
Amarillo
Arlington
Austin
Bay City
Baytown
Beaumont
Bedford
Boerne
Borger
Brazoria
Brenham
Brownwood
Bryan/College Station
Burleson
Canyon
Carrollton
Castroville

Cedar Hill
Conroe
Corpus Christi
Cypress
Dallas
Deer Park
Denison
Denton
El Paso
Fairview
Fort Worth
Fredericksburg
Galveston
Garrison
Georgetown
Granbury
Grand Prairie
Harlingen
Henrietta
Highland Park
Holly Lake
Houston
Huntsville
Jasper
Katy
Keller
Kerrville
Killeen
Kingwood
Kyle
Lago Vista
Lakeway
Lake Jackson
LaMarque
LaPorte
Laredo
Lewisville
Longview
Los Colinas
Lubbock
Mansfield
Marble Falls
Marshall
McAllen
McKinney
Mesquite
Missouri City
Monterey
Montgomery
Nacogdoches
New Braunfels
North Richland Hills
Oak Cliff

Palestine
Pantego
Pasadena
Pearland
Plano
Port Arthur
Port Lavaca
Richardson
Rowlett
San Angelo
San Antonio
Snyder
Spearman
Spring
Temple
Texarkana
Texas City
The Woodlands
Tyler
Victoria
Waco
Waxahachie
Weimar
West
Wharton
Wichita Falls
Woodville

UTAH

Draper
Ogden
Provo
Salt Lake City

VERMONT

Bennington
Burlington
Manchester
Middlebury
Norwich
Shelburne
Woodstock

**Typical Locations of Major
Consulting Engagements**

VIRGINIA

Alexandria
Arlington
Bedford
Bristol
Charlottesville
Chester
Colonial Beach
Crozet
Fredericksburg
Hampton
Harrisonburg
Loudon County
Lynchburg
Manassas
Martinsville
Marshall
McLean
Midlothian
Newport News
Norfolk
Richmond
Roanoke
South Hill
Staunton
Sterling
Stuart
Stuarts Draft
Sweet Briar
Vienna
Virginia Beach
Warrenton
Williamsburg

**WASHINGTON,
D.C.**

WASHINGTON

Bellevue
Bellingham
Bremerton
Issaquah
Kent
Lynnwood
Olympia
Redmond
Seattle
Snohomish
Spokane
Tacoma
Vancouver
Yakima

WEST VIRGINIA

Bluefield
Bridgeport
Charleston
Clarksburg
Parkersburg
Scott Depot

WISCONSIN

Ashwaubenon
Green Bay
Elkhart Lake
Kenosha
Madison
Mauston
Milwaukee

INTERNATIONAL

CANADA

Calgary, Alberta
Downsview, Ontario
Greely, Ontario
Toronto, Ontario
Vancouver, B.C.
Victoria, B.C.
Waterloo, Ontario
Willowdale, Ontario

CHINA

Beijing

FRANCE

Paris

JAPAN

Tokyo

MEXICO

Ajijic
Baja
Chapala
Cuernavaca
Las Estacas
Los Cabos
Loreto
Mexico City
Morelia
Parras
San Miguel de Allende
Teziutlan (Puebla)
Valle de Bravo

**CENTRAL
AMERICA**

Costa Rica

AUSTRALIA

Canberra
Melbourne
Sydney

**UNITED
KINGDOM**

London

TYPICAL NOT-FOR-PROFIT

HEALTH CARE/HOSPITAL CLIENTS

Alexian Brothers Medical Center
All Saints Episcopal Hospital
Arlington Memorial Hospital
Baptist St. Anthony's Health System
Baylor Health Care Systems

Oak Brook, IL
Fort Worth, TX
Arlington, TX
Amarillo, TX
Dallas, TX

Bronson Health Care Group
Central Kansas Medical Center
Centura Health Senior Division
Colorado-Fayette Medical Center
Community Memorial Healthcare

Kalamazoo, MI
Great Bend, KS
Denver, CO
Weimar, TX
South Hill, VA

Community Memorial Hospital
Dearborn County Hospital
Eliza Jennings Hospital (partner)
Franklin General Hospital
Goshen Health Systems

Sidney, MT
Lawrenceburg, IN
Lakewood, OH
Hampton, IA
Goshen, IN

Harris Methodist Health Services
Immanuel Health Care System
Johnson Memorial Hospital
Kossuth General Hospital
Meadowbrook Healthcare of North Carolina

Fort Worth, TX
Omaha, NE
Franklin, IN
Algona, IA
Clemmons, NC

Mercy Health Center, St. Mary's Unit
Mercy Health Partners
Miami Jewish Home & Hospital
Matagorda Hospital
North Iowa Mercy Health Center

Dyersville, IA
Toledo, OH
Miami, FL
Bay City, TX
Mason City, IA

Orange City Hospital & Clinic
Orlando Regional Hospital
Palo Alto County Hospital
Riverside Health System, Inc.
St. Catherine Hospital

Orange City, IA
Orlando, FL
Emmetsburg, IA
Wichita, KS
Garden City, KS

St. Francis Hospital
St. Francis Medical Center
St. Joseph's Health Care Services
St. Joseph's Community Hospital
St. Peter's Medical Center

Hartford, CT
Trenton, NJ
Asheville, NC
New Hampton, IA
Jamesburg, NJ

Sibley Memorial Hospital
Ty Cobb Healthcare System
UNTHSC/TCOM Foundation
Welch Healthcare and Retirement Group
Wuesthoff Hospital
Yuma Medical Center

Washington, DC
Royston, GA
Fort Worth, TX
Norwell, MA
Rockledge, FL
Yuma, AZ

TYPICAL NOT-FOR-PROFIT CLIENT

BY RELIGIOUS AFFILIATION

<u>Name</u>		<u>Location</u>
	<u>BAPTIST</u>	
American Baptist Elder Ministries		Kingston, MA
Arizona Baptist Retirement Centers		Phoenix, AZ
Baptist St. Anthony's Health System		Amarillo, TX
Baylor Health Care System		Dallas, TX
Buckner Baptist		Dallas, TX
		Beaumont, TX
		Houston, TX
		Waco, TX
East Texas Baptist University		Marshall, TX
	<u>CATHOLIC</u>	
Archdiocese of Oklahoma City		Oklahoma City, OK
Bayley Place		Cincinnati, OH
Catholic Charities		Dallas, TX
Central Kansas Medical Center		Great Bend, KS
		Larned, KS
Diocese of Toledo		Toledo, OH
Nazareth Living Centers		St. Louis, MO
St. Charles Care Center		Covington, KY
St. Francis Hospital		Hartford, CT
St. Joseph's Health Care Services		Asheville, NC
St. Peter's Medical Center		Jamesburg, NJ
Sisters of Charity Health Care Systems, Inc.		Cincinnati, OH
Sisters of Mercy Health Corp.		West Des Moines, IA
		Algona, IA
		Dyersville, IA
		Emmetsburg, IA
		Hampton, IA
		Mason City, IA
The McAuley		Hartford, CT
Topeka Catholic Retirement Home, Inc.		Topeka, KS
	<u>DISCIPLES OF CHRIST</u>	
Bedford Christian Church		Bedford, VA
Cypress Village		Jacksonville, FL
National Benevolent Association		St. Louis, MO

* Jointly sponsored

Typical Non-Profit Clients by Religious Affiliation

<u>Name</u>	<u>Location</u>
<u>EPISCOPAL</u>	
All Saints Episcopal Hospital Christwood Morningside Ministries*	Fort Worth, TX Covington, LA San Antonio, TX
<u>JEWISH</u>	
Allentown Jewish Community Center	Allentown, PA
Association of Jewish Aging Services	Washington, DC
B'nai B'rith International	Washington, DC
Beth Sholom Geriatric Services of Virginia	Richmond, VA
Beth Sholom Home of Eastern Virginia	Virginia Beach, VA
Council for Jewish Elderly	Chicago, IL
Golden Acres	Dallas, TX
Greenwood House - Home for the Jewish Aged	Ewing, NJ
Handmaker Jewish Services for the Aging	Tucson, AZ
Hebrew Home of Greater Washington	Rockville, MD
Iowa Jewish Senior Life Center	Des Moines, IA
Jewish Community Federation	Cleveland, OH
Jewish Federation of Greater Monmouth County	New Jersey
Jewish Federation of Metropolitan Detroit	Detroit, MI
Jewish Federation of St. Louis	St. Louis, MO
Jewish Federation of Southern New Jersey	Cherry Hill, NJ
Jewish Geriatric Center - Seven Acres	Houston, TX
Jewish Home and Rehabilitation Center	Jersey City, NJ
Jewish Home of Eastern Pennsylvania	Scranton, PA
Jewish Home of Greater Harrisburg	Harrisburg, PA
Jewish Senior Services	Omaha, NE
Louis Kahn Group Home	Atlanta, GA
Menorah Manor	St. Petersburg, FL
Miami Jewish Home & Hospital for the Aged	Miami, FL
Robison Jewish Home	Portland, OR
San Diego Hebrew Homes	San Diego, CA
Seacrest Village	Encinitas, CA
The Caroline Kline Galland Home	Seattle, WA
The Goldman Home	Chicago, IL
The Sholom Community Alliance	St. Louis Park, MI

* Jointly sponsored

Typical Non-Profit Clients by Religious Affiliation

<u>Name</u>	<u>Location</u>
<u>LUTHERAN</u>	
Bethany Lutheran Village	Dayton, OH
Luther Crest	Allentown, PA
Luther Village	Chicago, IL
The Lutheran Home	Topton, PA
Lutheran Social Services of the South	Houston, TX
	Brenham, TX
	Keller, TX
The Evangelical Lutheran Good Samaritan Society	Daytona Beach, FL
	Kissimmee, FL
	Denton, TX
	Boulder, CO
	Greeley, CO
	Fort Collins, CO
	Loveland, CO
	El Paso, TX
	Mountain Home, AR
<u>MENNONITE</u>	
Greencroft, Inc.	South Bend, IN
Greencroft Retirement Community	Goshen, IN
Mennonite Offices	Elkhart, IN
Virginia Mennonite Retirement Community	Harrisonburg, VA
<u>METHODIST</u>	
Asbury Heights Methodist	Pittsburgh, PA
C.C. Young Memorial Home	Dallas, TX
Harris Methodist Hospital	Fort Worth, TX
Morningside Ministries*	San Antonio, TX
United Methodist Homes and Services	Chicago, IL
United Methodist Retirement Communities, Inc.	Detroit, MI
Wesley Village	Denison, TX

* Jointly sponsored

Typical Non-Profit Clients by Religious Affiliation

<u>Name</u>	<u>Location</u>
<u>PRESBYTERIAN</u>	
Bala Presbyterian Home	Philadelphia, PA
Brazos Presbyterian	Houston, TX
Carillon Retirement Village	Lubbock, TX
Fort Scott Presbyterian Manor	Fort Scott, KS
Manor of the Plains	Dodge City, KS
Morningside Ministries*	San Antonio, TX
Presbyterian Manors of Mid-America	Wichita, KS
	Kansas City, KS
	Belle Plaine, KS
	Clearwater, KS
	Dodge City, KS
	Fort Scott, KS
	Salina, KS
Presbyterian Ministries	Seattle/Spokane, WA
Presbyterian Village North	Dallas, TX
St. Catherine Hospital	Garden City, KS
Salina Presbyterian Manor	Salina, KS
The Presbyterian Church of Mount Kisco	New York
The Presbyterian Home	Chicago, IL
Willow Valley Manor North	Lancaster, PA

OTHER (NON-DENOMINATIONAL) NON-PROFIT ORGANIZATIONS

Air Force Village West	Riverside, CA
Ardmore Village	Ardmore, OK
Bronson Health Care	Kalamazoo, MI
Cornelia Nixon Davis Health Care Center	Wilmington, NC
Dearborn County Hospital	Lawrenceburg, IN
Edenton	Frederick, MD
Friendship Village of Kalamazoo	Kalamazoo, MI
Heather Hill	Chardon, OH
Highview Retirement Center	Rockford, IL
Hillside Manor and Garden Cottages	McMinnville, OR
Immanuel Lakeside Village	Omaha, NE
Indianapolis Retirement Home	Indianapolis, IN
Juliette Fowler Homes, Inc.	Dallas, TX
Kirby Pines Retirement	Memphis, TN
Marquette Manor	Indianapolis, IN
Meadowood	Lansdale, PA

* Jointly sponsored

Typical Non-Profit Clients by Religious Affiliation

<u>Name</u>	<u>Location</u>
Pines Village	Valparaiso, IN
Rebecca Residences	Pittsburgh, PA
Retirement Housing Foundation	Long Beach, CA
Rolling Green Village	Greenville, SC
Rouse-Warren County Home	Youngsville, PA
UNTHSC/TCOM Foundation	Fort Worth, TX
Wyndemere Retirement Community	Naperville, IL
Zandex Health Care Corporation	Zanesville, OH

* Jointly sponsored

**TYPICAL INVESTMENT ADVISORS, INVESTMENT BANKING,
PENSION FUNDS/ADVISORS AND EQUITY PROVIDER CLIENTS¹**

- A. H. Williams & Company, Inc.
- Aldrich, Eastman, Waltch (AEW)
- Centre Partners
- City of Detroit Pension Fund:
 - MDS has been the asset manager and due diligence consultant for the past thirteen years.
- CNL Health Care Properties, Inc.:
 - MDS was the finance, operations and due diligence consultant for Marriott's sale of their consolidated property portfolio.
- Credit Suisse First Boston
- Fidelity Investments
- The GPT Group:
 - MDS conducted the market and financial due diligence for the 38 property acquisition of Benchmark Assisted Living assets.
- J. G. Wentworth and Company, Inc.
- L & B Multifamily Advisors
- Lend Lease-Cordia Senior Living (Formerly Boston Financial)
- Paine Webber
- RREEF Fund
- Shattuck Hammond Partners
- Taisei America Corporation
- The Hampstead Group
- The PNL Companies
- Ventas Health Care Properties

MDS works with a number of major Senior living and health care investment advisors and equity sources.

¹Some names have changed due to divestitures, mergers, acquisitions, etc.

TYPICAL HUD/FHA (HUD LEAN PROGRAM) LENDER CLIENTS SERVED BY MDS

<u>Client</u>	<u>Location</u>
● Arbor National Commercial Mortgage	East Haven, Connecticut Jackson, Mississippi
● BancOne Capital Corporation	San Diego, California
● Capital Funding Group	Crozet, Virginia Richmond, Virginia Williamsburg, Virginia
● Department of Housing & Urban Development New York Contracting Branch <i>- Major multiple state/market contract awarded to MDS based on a national competition.</i>	New York City
● Deutsche Bank Berkshire Mortgage, Inc.	Crossville, Tennessee Seymour, Tennessee
● Elder Care Alliance	Danville, California
● Glaser Financial Group	Rochester, Minnesota
● GMAC	Canton, Ohio
● Grandbridge Real Estate Capital	Bay City, Texas
● Lancaster-Pollard	Tavares, Florida
● Paragon Mortgage	Lafayette, California Phoenix, Arizona Tucson, Arizona
● Prudential Huntoon Paige	Pueblo, Colorado Overland Park, Kansas
● Red Capital Mortgage	Fresno, California Keller, Texas San Antonio, Texas Elk Grove, California
● Suburban Mortgage Associates	Orono, Maine Sunapee, New Hampshire
● Tri-Capital Corporation	Grand Prairie, Texas San Francisco, California
● Wells Fargo Bank, N.A.	Covington, Louisiana Katy, Texas

MDS is fully qualified and has significant experience in implementing the comprehensive work scope required by HUD for the Multifamily Accelerated Processing (MAP) Program. In September, 2000, MDS completed a comprehensive, advanced MAP Technical Certification Session conducted by HUD officials. We are also an approved HUD LEAN market study provider and have optimized our final report format and documentation to fully respond to all of the current HUD LEAN requirements.

SPECIFIC FANNIE MAE DUS SENIOR HOUSING

LENDER CLIENTS SERVED BY MDS

- American Property Financing, Inc.
- Arbor National Commercial Mortgage, LLC
- Banc One Capital Funding Corp.
- Berkshire Mortgage*
- Fannie Mae American Communities Fund
- Glaser Financial Group
- Keycorp Real Estate Capital Markets, Inc.
- Midland Mortgage Investment*
- PW Funding, Inc.
- Washington Capital*
- Washington Mortgage*

MDS is an approved Fannie Mae consultant and has conducted over 50 major Fannie Mae due diligence market feasibility and financial/operations analysis.

*** Multiple due diligence consulting engagements**

TYPICAL COMMERCIAL LENDER CLIENTS SERVED BY MDS¹

**(For Loan Underwriting, Due Diligence
and Non-Performing Loan Analysis Purposes)**

Aetna	Eaton Vance	MMA Finance (Formerly Muni-Mae Midland Mortgage)
Allied Irish Bank	Fannie Mae	National Cooperative Bank
American Property Financing	FINOVA	NationsBank
AMI Capital, Inc.	First Chicago Bank	NationsCredit
AMRESKO Capital, L.P.	Fleet Bank	Newport Mortgage Company
Arbor National Commercial Mortgage, LLC	Freddie Mac	Northern Trust Bank
ARCS Commercial Mortgage	GE Capital	NUVEEN
Bank of America	George K. Baum & Company	Paine Webber
Bank of Australia	Glaser Financial Group	Paragon Mortgage
Bank of Boston	GMAC	Patrician Financial Company
Bank One Capital Corp.	Green Park Financial L.P.	PW Funding, Inc.
Bank One-Dallas	Greyrock Capital Group, Inc.	Red Capital Corporation
Berkshire Mortgage Finance	GRS - Detroit Pension Fund	Reilly Mortgage Capital Corporation
CNL Retirement Corp.	Guaranty Bank	RREEF Fund
Cambridge Realty Capital	Heartland Capital Corporation	Shattuck Hammond Partners
Capri Capital	Heller Financial	Teachers Insurance & Annuity Association
Chemical Bank	HUD	The Guardian Foundation
Citicorp	KeyBank	The PNL Companies
Continental Wingate Assoc.	KeyCorp Real Estate Capital Markets, Inc.	The Vanguard Group
Credit Lyonnais	Massachusetts Housing Finance	United Dominion Realty Trust
Credit Suisse First Boston	Metropolitan Life	Washington Capital
CRESTAR		Washington Mortgage

***MDS conducts operations, financial, sales and marketing,
and market feasibility due diligence analysis on a regular
basis for a number of major Senior housing financing
(debt and equity) sources.***

¹Some names have changed due to divestiture, mergers, acquisitions, etc.

TYPICAL STRATEGIC PLANNING CLIENTS

I. NOT-FOR-PROFIT STRATEGIC PLANNING

- | | |
|---|-----------------------|
| 1. Morningside Manor | San Antonio, TX |
| 2. Incarnate Word Retirement Community | San Antonio, TX |
| 3. Immanuel Lakeside Village | Omaha, NE |
| 4. Christwood | Covington, LA |
| 5. Handmaker Jewish Services for the Aging | Tucson, AZ |
| 6. Hillside Manor | McMinnville, OR |
| 7. Kirksville College of Osteopathic Medicine | Kirksville, MO |
| 8. Arizona Baptist Retirement Centers | Phoenix, AZ |
| 9. Methodist Retirement Communities | The Woodlands, TX |
| 10. Asbury Heights Retirement Community | Pittsburgh, PA |
| 11. Presbyterian Manors of Mid-America | Wichita, KS |
| 12. Luther Village | Arlington Heights, IL |
| 13. Bayley Place | Cincinnati, OH |
| 14. The McAuley | West Hartford, CT |
| 15. Heather Hill | Chardon, OH |
| 16. Meadowood | Lansdale, PA |
| 17. Virginia Mennonite Retirement Community | Harrisonburg, VA |
| 18. Seacrest Village Retirement Communities | Encinitas, CA |
| 19. Council for Jewish Elderly | Chicago, IL |
| 20. Plymouth Place | Chicago, IL |
| 21. Pines Village | Valparaiso, IN |
| 22. Indianapolis Retirement Home | Indianapolis, IN |
| 23. Friendship Manor | Rock Island, IL |

II. MAJOR FINANCIAL INSTITUTIONS

- | | |
|---|-------------------|
| 1. Fidelity Investments | Boston, MA |
| 2. Teacher's Insurance & Annuity (TIAA) | New York City |
| 3. GE Capital | Stamford, CT |
| 4. Credit Lyonnais | New York City |
| 5. National Cooperative Bank | San Francisco, CA |
| 6. United Dominion Realty Trust | Richmond, VA |
| 7. L&B Multifamily Advisors, Inc. | Dallas, TX |
| 8. Banc One Capital | Columbus, OH |

III. OTHER INDUSTRY LEADERS

- | | |
|---------------------------------|------------------|
| 1. Marriott Senior Living | Bethesda, MD |
| 2. Classic Residence by Hyatt | Chicago, IL |
| 3. The Forum Group ¹ | Indianapolis, IN |
| 4. Beverly Enterprises | Tucker, GA |
| 5. Capital Senior Living | Dallas, TX |

Plus a number of other for-profit and not-for-profit organizations.

¹Acquired by Marriott in 1996.

PARTICIPATION BY JIM MOORE AS AN
INDUSTRY SEMINAR LEADER OR SENIOR CONSUMER
MODERATOR IN SENIOR HOUSING,
ASSISTED LIVING AND HEALTH CARE SEMINARS

Location

Albany, New York
 Albuquerque, New Mexico
 Allentown, Pennsylvania
 Anaheim, California
 Arlington, Virginia*
 Arlington, Texas
 Arlington Heights, Illinois
 Asheville, North Carolina
 Atlanta, Georgia*
 Austin, Texas
 Bal Harbour, Florida
 Baltimore, Maryland*
 Baton Rouge, Louisiana
 Beverly Hills, California
 Biloxi, Mississippi
 Birmingham, Alabama
 Bloomington, Minnesota
 Boca Raton, Florida
 Boston, Massachusetts*
 Bristol, Tennessee
 Butte, Montana
 Cape Cod/Yarmouthport, MA
 Chantilly, Virginia
 Charleston, South Carolina
 Charlotte, North Carolina
 Charlottesville, Virginia
 Chevy Chase, Maryland
 Chicago, Illinois*
 Cincinnati, Ohio*
 Cleveland, Ohio
 Colorado Springs, Colorado*
 Columbus, Ohio
 Cromwell, Connecticut
 Dallas, Texas*
 Dania, Florida
 Dayton, Ohio
 Daytona Beach, Florida
 Deadwood, South Dakota
 Deerfield Beach, Florida
 Delray Beach, Florida
 Deltona, Florida
 Denver, Colorado*
 Des Moines, Iowa
 Detroit, Michigan
 Dodge City, Kansas
 East Haven, Connecticut
 East Lansing, Michigan
 El Paso, Texas
 Flagstaff, Arizona
 Fort Lauderdale, Florida*
 Fort Myers, Florida

Location

Fort Worth, Texas*
 Goshen, Indiana
 Greensboro, North Carolina
 Harrisburg, Pennsylvania
 Hartford, Connecticut
 Hidden Valley, Pennsylvania
 Hilton Head, South Carolina
 Hingham, Massachusetts
 Honolulu, Hawaii*
 Hot Springs, Arkansas
 Hot Springs, Virginia
 Houston, Texas*
 Indianapolis, Indiana
 Irvine, California
 Jackson, Mississippi
 Jacksonville, Florida
 Kalamazoo, Michigan
 Kansas City, Missouri
 Kingsport, Tennessee
 Kingston, Massachusetts
 Lake Buena Vista, Florida
 Lake Tahoe, Nevada
 Lakewood, New Jersey
 Lansing, Michigan*
 LaQuinta, California
 Las Vegas, Nevada*
 Lincoln, Nebraska*
 Long Beach, California
 Los Angeles, California*
 Manchester, Connecticut
 Marco Island, Florida
 Melbourne, Australia
 Mesa, Arizona
 Mesquite, Texas
 Miami, Florida*
 Miami Beach, Florida
 Midland, Michigan
 Milwaukee, Wisconsin
 Minneapolis/St. Paul, Minnesota
 Monmouth County, New Jersey
 Monterey, California
 Myrtle Beach, South Carolina
 Naperville, Illinois
 Nashville, Tennessee*
 Newark, New Jersey
 Newport, Rhode Island
 New Orleans, Louisiana
 New York, New York*
 Newport Beach, California
 Oak Park, Illinois
 Oklahoma City, Oklahoma
 Omaha, Nebraska
 Orlando, Florida*

Location

Palm Springs, California
 Philadelphia, Pennsylvania*
 Phoenix, Arizona*
 Pinehurst, North Carolina
 Pittsburgh, Pennsylvania
 Plano, Texas
 Plymouth, Massachusetts
 Pompano Beach, Florida
 Ponte Vedra Beach, Florida
 Portland, Oregon
 Princeton, New Jersey
 Providence, Rhode Island*
 Rancho Mirage, California
 Redondo Beach, California
 Richardson, Texas
 Richmond, Virginia
 Ridgeland, Mississippi
 Riverside, California
 Rochester, Minnesota
 St. Louis, Missouri
 St. Paul, Minnesota
 St. Petersburg, Florida
 San Antonio, Texas*
 San Diego, California*
 San Francisco, California*
 Santa Barbara, California
 Sarasota, Florida
 Saratoga Springs, New York
 Scottsdale, Arizona*
 Scranton, Pennsylvania
 Seattle, Washington
 Shreveport, Louisiana*
 Southfield, Michigan
 Stamford, Connecticut
 Stevens Point, Wisconsin
 Tampa, Florida
 Teaneck, New Jersey
 Toms River, New Jersey
 Toronto, Canada
 Troutdale, Oregon
 Vancouver, British Columbia
 Virginia Beach, Virginia
 Washington, D.C.*
 Waterbury, Connecticut
 Weimar, Texas
 West Palm Beach, Florida
 Wheaton, Illinois
 Wichita, Kansas
 Williamsburg, Virginia
 Woodbridge, New Jersey

Mexico City, Mexico
 Sydney, Australia

*Multiple Engagements

PROFILE OF JIM MOORE

Jim Moore has over 40 years of industry experience and for the past 40 years the company that Moore founded - **Moore Diversified Services, Inc.** - has served literally thousands of national and international clients. Jim's company is heavily involved in market feasibility studies, detailed financial pro forma analysis, strategic planning, operations analysis and investment advisory services.

Moore spends most of his time in the trenches - the real world of Senior housing. Jim has personally conducted over **2,000** major Senior housing and health care consulting engagements in over **750** markets in **49** states - experience that is unmatched in the industry today. He has also conducted over 40 major international consulting engagements in Japan, Australia, China, Canada, Europe, Central America and Mexico.

He has moderated over 800 Senior consumer and business focus groups. As part of his consulting practice, he has actually lived briefly in over 130 retirement and assisted living communities. His clients include a broad spectrum of national leaders and small organizations - with a balanced mix of both for-profit and not-for-profit clients.

Moore is the industry's leading independent living and assisted living author. He has authored several hundred industry technical papers, trade journal articles, and a weekly business column for two major newspapers. He is the author of several books on Seniors housing. His previous book "***Assisted Living 2000 - Practical Strategies for the Next Millennium***" was an industry best-seller. Another book "***Assisted Living Strategies for Changing Markets***" was initially released in 2001 and is in its second printing. His latest book, "***Independent Living, Congregate Care and CCRCs***" was released in September, 2009.

For over 14 years he authored the monthly column entitled, "***Senior Housing***" for ***Contemporary Long Term Care Magazine*** - a leading industry trade periodical addressing Senior living issues of the 1990s. He has authored articles for other leading Senior housing and health care publications; the "***Assisted Living Executive***", the "***National Investment Center's Key Financial Indicators***". He currently writes a monthly column for "***McKnights Assisted Living***" periodical. Moore also writes a nationally syndicated Senior housing and health care column provided directly to Senior living communities and for inclusion in major state association newsletters and periodicals. Moore also publishes a recurring email newsletter that is distributed to industry CEO's, CFO's and COO's.

As a recognized national expert, his courtroom testimony as an expert witness is frequently in demand across the U.S. He has provided expert witness support and testimony in over 50 cases at the local, state and national levels.

He is past president of a major industry trade association. He is currently active in five major industry trade associations and serves as an independent director or on the Advisory Boards of several Senior housing and health care organizations. He is on the Board of Directors and Chairman of the Board of a major public Senior living company traded on the New York Stock Exchange. Jim has been a guest lecturer for "***The Business of Seniors' Housing & Care***" at **Johns Hopkins University's Graduate Division of Business & Management** and **The Erickson School of Aging Studies at The University of Maryland**.

Jim holds a **Bachelor of Science degree in Industrial Technology** from Northeastern University in Boston and an **MBA in Marketing and Finance** from Texas Christian University in Fort Worth, Texas.

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PROFILE OF LYNNE MOORE

MDS is a two generation company. Ms. Moore is President and Project Manager for MDS Research Company and is responsible for all MDS market research-related projects. She has a broad background in market research and, for the past 31 years, has been directly responsible for the design and implementation of comprehensive research engagements involving all aspects of Senior housing and health care including:

- Continuing Care Retirement Communities (CCRCs)
- Active Adult Senior Housing
- Independent Living/Congregate Care
- Assisted Living/Residential Care
- Nursing and Health Care
- Alzheimer's/Dementia Care
- Community-Based Services – Including Home Health Care, Adult Day Care, Outpatient Rehabilitation Services, Etc.

Ms. Moore has been personally involved in the implementation of major studies in over **750** markets in **49** states. These studies involved to-be-developed new communities as well as the repositioning and/or expansion of existing communities. MDS Research Company's broad spectrum of research services include, but are not limited to, the following:

- Market Feasibility Studies
- Financial Feasibility/Pro Forma Analysis
- Financial Operations and Benchmarking Analysis
- Market Size and Depth Analysis
- Demographic Analysis
- Senior Housing Competitor Evaluations
- Mystery Shopping
- Market Scanning
- Site Selection Planning/Evaluation
- Senior Consumer Research:
 - Surveys
 - Focus Groups
- Lost Prospect Surveys
- Resident Satisfaction Surveys

Ms. Moore's clients include a broad spectrum of national leaders and small organizations and include developers, health care organizations, faith-based organizations, Senior housing operators/management companies, architects, lenders, underwriters, investors, REITs and other financial institutions. These clients consist of both for-profit and not-for-profit clients. Ms. Moore holds a B.B.A. in Marketing from Texas Christian University in Fort Worth, Texas.

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