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Isakson Living emerges as leader in Atlanta's continuing care industry
*Emerging developer is backed by experience with award-winning Park Springs
and Peachtree Hills Place communities*

ATLANTA – Building on the success of Park Springs and Peachtree Hills Place, Isakson Living is poised to assume leadership in Atlanta's market for residential communities offering a continuum of care. The new group, initially formed as part of commercial real estate developer Isakson-Barnhart in 1997, now emerges as its own entity, with plans to continue creating communities that empower members to live full lives in a secure environment.

Isakson Living owner E. Andrew (Andy) Isakson and nephew Kevin Isakson will lead the team of 22 employees, many who worked together during the last decade in the construction, marketing and management of award-winning communities. Isakson Living is set to become Atlanta's premier provider in its market and an industry standard-bearer nationwide.

"We are growing Isakson Living and investing in Atlanta at a time when many are closing their doors," said Andy Isakson, "and it's because we foresee a strong need for this type of community in the future and also because we continue to experience sales success in difficult times."

Isakson Living communities are targeted toward Atlanta's older population, which is expected to double between 2000 and 2015. The Atlanta Regional Commission predicts that one in five metro Atlanta residents will be over the age of 60 by 2030.

"We anticipate tremendous growth in Atlanta's older adult population, so we see a great need for additional services," said Cathie Berger, director of the Area Agency on Aging for the Atlanta Regional Commission. "People growing older today are looking for many options. That's why it's so important to have facilities to provide for different needs."

Berger continued, "We know this company really understands the needs of older adults. Park Springs and Peachtree Hills Place offer a comprehensive package that provides an important option for those who can afford it."

According to Kathryn Lawler, a consultant who works with communities around the nation including Atlanta, the goal for any region is to build options for all senior residents, including the full range of incomes and abilities. "Strategically, the region has to position itself where older adults want to stay," said Lawler. "If we don't keep them here, they will find another place to invest their savings and spend their disposable income."

Isakson Living aims to do its part in keeping older residents at home and attracting

newcomers through communities that empower members to live active lifestyles while offering secure plans for their futures.

The group will finish the sellout and construction of Peachtree Hills Place, which is 55 percent sold and scheduled for completion in 2011. Representing a \$200 million investment, Peachtree Hills Place will employ approximately 150 staff members when it opens, ranging in skill levels from housekeeper to doctor. Members will socialize in a beautifully appointed clubhouse offering dining options along with wellness and exercise facilities, concierge medicine, and a full slate of activities. The 23.3-acre Buckhead community will provide 274 independent residences and 36 skilled nursing suites.

Peachtree Hills Place follows Isakson Living's early success at Park Springs, a Stone Mountain residential community offering a continuum of care in a resort-style environment. Now 92 percent sold, this thriving community is breaking ground in the areas of wellness education and concierge medicine. Park Springs provides 398 independent residences to members ages 62 and over. The community also offers assisted living, skilled nursing and memory care on-site.

"Our members join our communities because they want to live life to the fullest," said Andy Isakson. "Part of living well is removing worries about the future. Our members have planned for all contingencies. They are free to embrace all life has to offer, and many are finding that to be more than they imagined."

Andy Isakson maintains above all a very personal perspective, as his approach stems from the experience he had with his own parents, Ed and Julia Isakson. As the couple aged, the family experienced a difficult search for a community that would provide an active lifestyle combined with on-site health care. Their journey included multiple moves to separate communities dependent on the level of support needed. In the end, these moves further taxed the lives of his parents and those of his brother and sister. Though Park Springs and Peachtree Hills Place have received multiple awards from state and national organizations, Andy Isakson says there is no greater professional accolade than the appreciation of a member of one of Isakson Living's communities.

About Isakson Living

Isakson Living is Atlanta's leading developer of residential communities offering a continuum of care for adults ages 55 and older. Isakson Living upholds a personal and professional commitment to empowering members through groundbreaking wellness opportunities, concierge medicine and hands-on involvement in their communities. Isakson Living has won multiple awards for its flagship community, Park Springs in Stone Mountain, Ga., and Peachtree Hills Place in Atlanta, currently in development. For more information on Isakson Living, visit www.isaksonliving.com or call 770-559-4829.