



Introducing Our New Website:

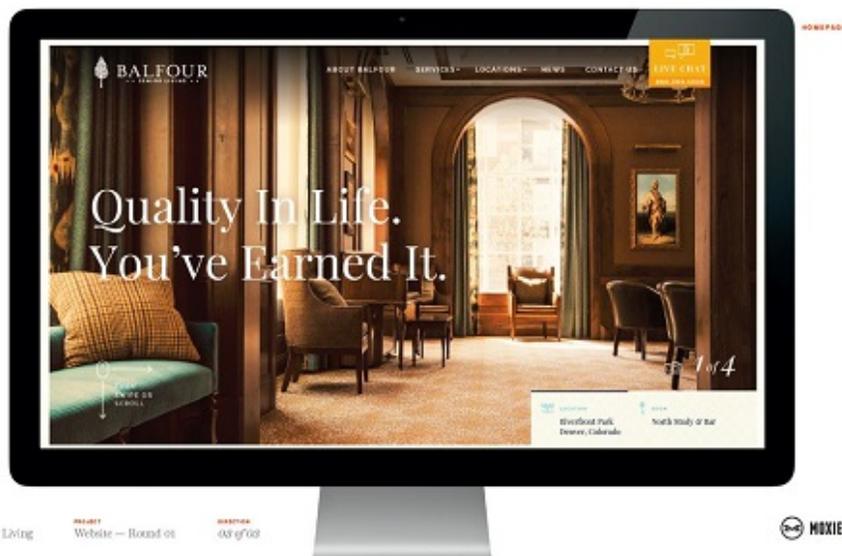
www.BalfourCare.com

At Balfour, taking care of those things that make a difference in our residents' quality of life is paramount. This is at the core of the Balfour experience. It is a mission that beats within the heart of everybody who is a part of Balfour, and it is the driving force behind everything we do. Whether it's our décor designed by prominent interior designers and stylists...gourmet meals prepared by four star chefs...or having an eclectic offering of over 200 carefully selected activities each month to make sure there are events that meet everyone's whim or fancy...we pull out all the stops to ensure a rewarding, enjoyable lifestyle.

This theme includes taking advantage of the latest and best technology to make our residents' daily lives simpler, more convenient and exciting. We've spent the past months on an exciting adventure of our own. We've been working with globally renowned advertising and design firm, Moxie Sozo, to create a fresh, dynamic website that stands out in the industry, makes website visitors' lives easier, and that accurately represents the Balfour experience. You can experience our new website at www.BalfourCare.com

A WEBSITE AS FRIENDLY AND INVITING...AS BALFOUR IS

The website reflects the care we put into every aspect of our communities. It was carefully created to make it easier to find the information you are looking for. And it provides a more enjoyable, comfortable feeling while you are perusing the site.



Great care was placed in designing a navigation system, and organizing the content in a manner, that is intuitive, efficient and easy to use so visitors can browse the site with ease and without confusion. This makes our website a friendly place to visit.

For instance, one improvement that makes searching easier involves information about each of our communities. In the past, our communities were spread between different websites. Now, simply go to www.BalfourCare.com and you'll find the information you are looking for regarding each of our communities in one convenient place.

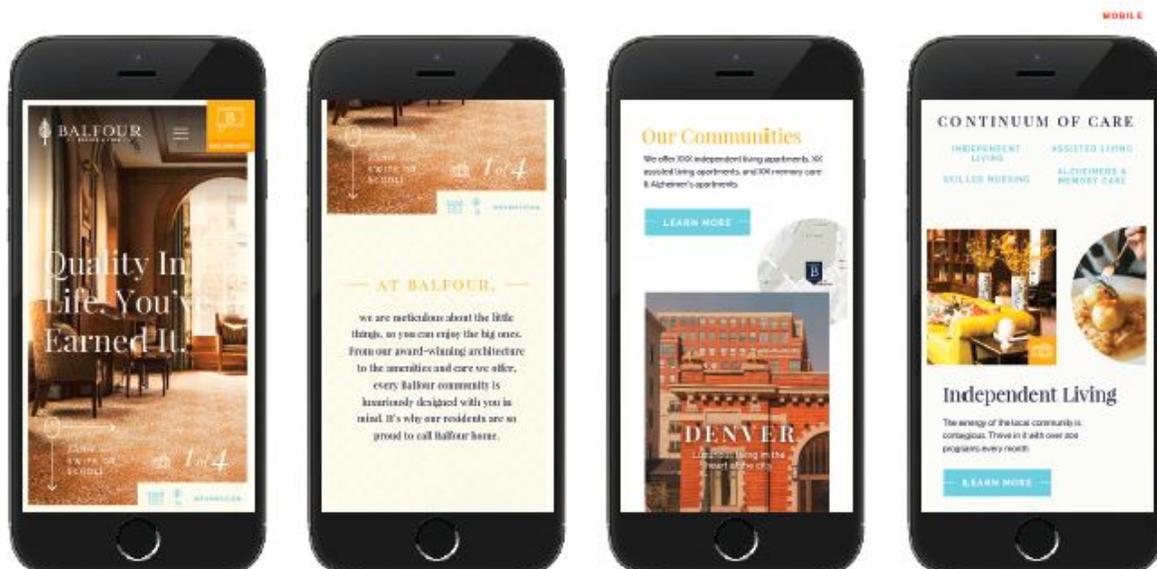
A WEBSITE AS UNIQUE IN THE INDUSTRY...AS BALFOUR IS

It is important to us that every aspect of the Balfour experience is an enjoyable, pleasing one. That includes the experience of walking through the website. Many special touches were created and implemented to ensure the most pleasurable visual experience for website visitors.

The layout was designed in a unique and distinguishing fashion. Some websites have significant information crammed in, which is stressful to read and you often leave the website feeling as if you've had a workout. Our website was designed with lots of wide open space so your eyes can easily take in the information. It also features breathtaking, evocative photos chosen specifically to place a nice feeling inside visitors' hearts.

A RICH EXPERIENCE ON ALL DEVICES

Smartphones and touch devices are a critical part of many peoples' lives...they are how many of us keep in touch and conveniently find information we need each day. Our new website is completely mobile responsive and also touch compatible, which means it comes to life on mobile devices just as on computers and provides a rich interactive user experience on all devices.



CHALLENGES ARE NO CHALLENGE AT ALL

The website also features special touches designed to make it equally welcoming to anyone regardless of their challenges. It was programmed with legibility and accessibility in mind. For instance, those with poor eyesight are able to zoom in to adjust the size of the text without distorting the layout, and there is support for screen readers throughout the site.

The website is also home to one of the favorite aspects of Balfour, our activity calendar. A quick click on the calendar link and you'll find out all the stimulating activities in every community so that you can easily choose which events you would like to enjoy. The calendar is easy to use and it is updated daily, boasting over 200 fabulous activities every month.

EVEN MORE SPECIALNESS TO COME

In the coming weeks, even more exciting features will appear on the website. Live Chat will be coming soon, bringing your interactive experience really to life, as you'll be able to communicate with someone at Balfour live to get all your questions answered, right within the website.

There are two additional wonderful features that will be available to residents and their families involving the event calendars and a daily digest. The event calendars will be getting even better. They will become location specific, meaning the events that apply to where you are located will automatically and conveniently appear. Like magic. And to further enrich the Balfour experience, the website will have a daily digest where residents and family can share so much about the happenings of their lives, together.

We invite you to visit our new website and we hope you will enjoy the experience of clicking through it and discovering so much about what makes the Balfour communities and family such a special and distinctive place to call home.

