



ROSS
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RETIREMENT LIVING

A D V E R T I S I N G

M A R K E T I N G

&

D E S I G N

O U R M I S S I O N

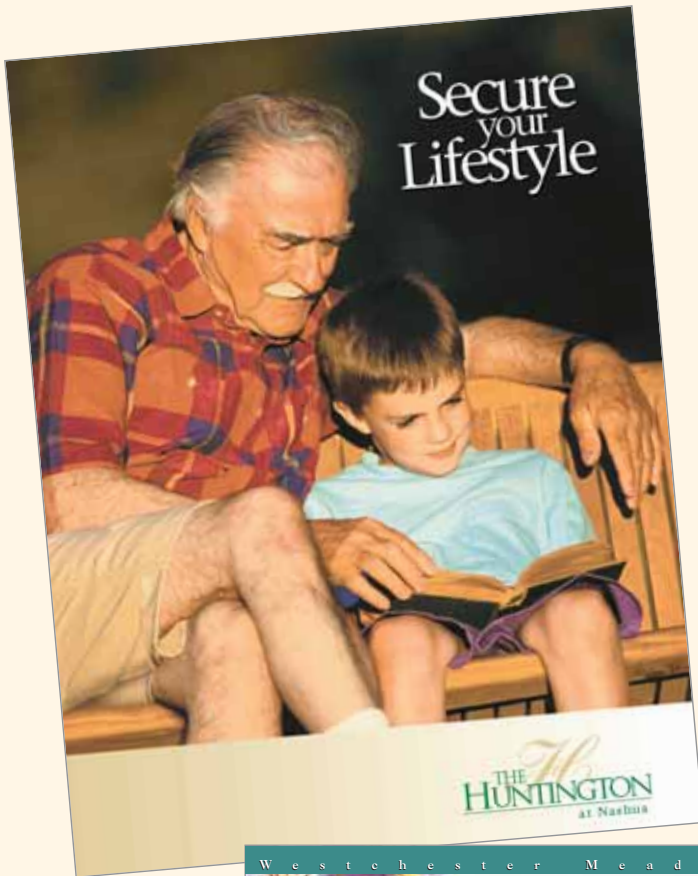
America's older population is expanding rapidly. By 2130, the elderly population is expected to double to 65 million people.* As the baby-boomer generation gets closer to retirement and health care advances increase our life-span, the need for affordable quality retirement housing and long-term care will continue to grow.

We understand your vision. Like you, we know that retirement communities, and continuing care retirement communities in particular, were developed from the belief that delivering services to an elderly population is more efficient under a socialized arrangement than one in which services are delivered to individuals separately. We know that you speak to this broad audience, as well as one person at a time. We take the time to understand your goals, challenges, and opportunities, as if they were our own. Through that understanding, we design plans that our clients can be completely comfortable with, both financially and strategically. We encourage our clients to be personally involved in everything we do. After all, no one knows their business better than the client.

The staff at A.J. Ross Creative Media is committed to providing the quality and depth of service of a "Madison Avenue" agency without the high expense and impersonal treatment. As your marketing partner, we promise to deliver the personalized service that these large agencies reserve for only their biggest clients. We only achieve success when our clients achieve success. To that end, we make sure your **creative** and marketing message is delivered in a powerful and distinctive fashion. *We provide the force that makes things happen.* We're big enough to provide the services that you need, yet small enough to be thoroughly familiar with your local market. We love what we do and genuinely care about your results.

*Department of Health & Human Services, 1992.

Our award winning advertising and proven marketing programs get results for our clients year after year.



Valuable Words on Living Well with Peace of Mind

Dear Friends:
Many people have been introduced to Peconic Landing by friends, word of mouth, informational seminars, and informal gatherings. Now that Peconic Landing is under construction, the excitement is mounting. Future residents are looking forward to the unsurpassed lifestyle, the advantages of equity ownership, and peace of mind that Peconic Landing will provide.

What is it about Peconic Landing that is creating all this excitement? The answer goes far beyond the lovely design of the community, its half-mile of beachfront on the Sound, and its extensive list of services. The real excitement stems from the intangible values Peconic Landing offers—the value of a worry-free and secure lifestyle in the company of good friends; the knowledge that, should it ever be needed, long-term care will be provided on site; and the security that your assets will be protected.

Peconic Landing will have wonderful amenities such as an indoor swimming pool, tennis

courts, and a choice of dining rooms with water views to Connecticut. Add to this the opportunity to make new friends to share your special times—enjoying a quiet cup of coffee at our on-site café or taking an invigorating walk along our beach or bluff. Our future residents represent a variety of backgrounds and interests, and you are certain to discover others who have shared similar life experiences—people with a curiosity and zest for life.

At Peconic Landing you will be able to partake in numerous cultural, educational, and recreational programs. Personal services such as housekeeping and maintenance will free you to enjoy the pursuits of your choice. Of course, your apartment home or cottage will still be your own private castle, a refuge of quiet solitude and a welcoming space to open up to guests.

Over and over again, I've

met others who appreciate the joys of living well in communities such as Peconic Landing who ask themselves, "Why didn't I do this sooner?" Please, don't delay. Call us today to learn how you, too, can become a member of Long Island's most exciting and innovative retirement community.

Warm regards,



Living Well—Peconic Landing will provide a variety of amenities for you to enjoy with new friends, ranging from a choice of dining rooms to an indoor swimming pool. The artist rendering above illustrates the lobby area of the community center, complete with a welcoming fireplace and conversation area.

Westchester Meadows

On the Move...
NEWS FROM WESTCHESTER MEADOWS
SPRING 2001

A Word from the Wise...

Caregiving Friends
I want to bring you up to speed on the exciting developments that have taken place since we were last in touch. In this issue of our newsletter *On the Move* you'll read an interview with our new Executive Director MaryAnn Michaels. MaryAnn came on board in December 2000, bringing years of experience in the senior housing market and an abundance of enthusiasm for the life care concept. She is a genuinely caring person who has some brilliant ideas on how to create a community with warmth and respect for all its members. Nest, in a brief article called "Top Ten Reasons," you'll discover why many of our future residents decided not to leave Westchester in favor of Florida or Arizona, but chose to make Westchester Meadows their home. We'll give you construction updates and information about our Priority Waiting List. Please take a few minutes to learn about the progress of Westchester's premier life care community, then share the information with your friends. And don't be a stranger! I always love hearing from you.

Fondly,
Barry Wise



The Benefits of Life Care

- A worry-free, vibrant lifestyle
- Maintenance-free, independent living
- A philosophy of wellness
- On-site enriched (assisted) living and nursing care, if needed
- Security and peace of mind
- Estate protection

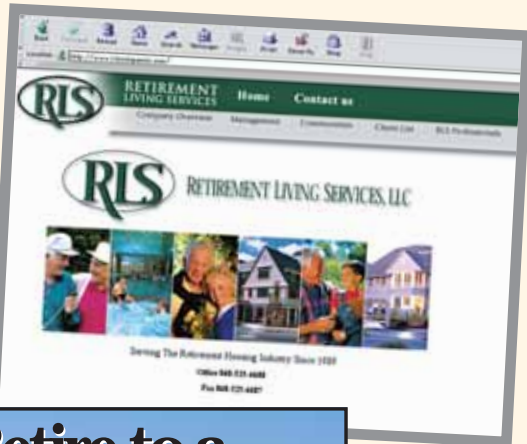
About Westchester Meadows
Marketing Director

Westchester Meadows is located in the town of Greenburgh in Westchester County, New York. The site, a green and rolling parcel of 29.5 acres, was donated by Hebrew Hospital Home Foundation, Inc. to Hebrew Hospital

(continued on back page)

Westchester Meadows





Retire to a Long Island Paradise.

Model Now Open!

Peconic Landing, on the East End.
Long Island's FIRST Waterfront Lifecare Retirement Community

Retire and deserve it! All the amenities of an exclusive resort are here for you to enjoy. Stroll along the beach, swim in the pool, exercise in the gym, play tennis and golf, enjoy fine dining overlooking the Sound – or just relax and enjoy the views from your own home. Skilled nursing and enriched housing are on site if you need it, for as long as you need it – at no extra cost! Find out more about this outstanding new community.

PECONIC LANDING

P.O. Box 430
 Southold, NY 11971

631-765-9150
 Call us toll-free

www.peconiclanding.com

“Too Much of a Good Thing Can Be Wonderful!”

–Mae West



Retirement Living at The Huntington

The Huntington will provide all the ingredients for you to enjoy an active and vibrant lifestyle – companionship, world-class amenities, a multitude of garden-style apartment homes, and services such as housekeeping and

maintenance that give you the freedom to enjoy the activities you love most. All this, plus the peace of mind of knowing that you will be financially protected if assisted living or nursing home care is ever needed.



VISIT OUR FURNISHED MODEL APARTMENT

THE HUNTINGTON
 at Nashua

A LIFE CARE RETIREMENT COMMUNITY
 603-598-1440 • 800-298-6608



Information Center: 589 West Hollis St., Nashua, NH 03062 www.TheHuntingtonAtNashua.org
 Sponsored by Hunt Corporation—affiliated with Hunt Community, a tradition in Nashua for over 100 years.

Advertising by AJ Ross Creative Media www.ajross.com

You're Invited!

This fall, you and your guests will be treated to a rare opportunity to discover the “real story” of living in a lifecare retirement community from people who are actually experiencing the lifestyle.

Peconic Landing has arranged for residents of Canterbury Woods to visit Long Island and answer your questions about their experiences. Canterbury Woods is located in Williamsville, NY and developed and managed by Retirement Living Services, the same firm that is developing and managing Peconic Landing.

Thursday, October 19, 2000
 10:00am to 11:30am
 The Bridgehampton National Bank
 2200 Main St., Bridgehampton
 2:00pm to 3:30pm
 The Milleridge Inn
 Hicksville Road, Jericho
 (exit 41N off the IEG)

What motivated the residents of Canterbury Woods to move to a lifecare community? What were their apprehensions? What was it like to move from a single-family house to an apartment home? Do they enjoy their new neighbors? Have they adjusted to community dining once a day? Is the food good? How does management interact? What kinds of activities are available? What were the financial considerations of a move? How did their children react?

Please bring your questions and hear, firsthand, about what life is like in a lifecare community and get a glimpse of the future at Peconic Landing.

Reservations are required as seating is limited and can be made by calling 631-765-9150 or Toll Free 888-273-2664

PECONIC LANDING
 Feather Hill
 Main Road
 P.O. Box 430
 Southold, NY
 11971



Tell a friend about Peconic Landing!

Please send more information about Peconic Landing to our friends:

Name _____
 Address _____
 City _____ State _____ Zip _____
 Telephone _____ Fax (optional) _____
 Email (optional) _____

Name _____
 Address _____
 City _____ State _____ Zip _____
 Telephone _____ Fax (optional) _____
 Email (optional) _____



Please be our guest for a very special presentation.

We're Planning for Your Future.

Active Retirement Living Designed with You in Mind

We planned a lifestyle to include well-designed apartment homes with fully-equipped kitchens on over 30 acres of rolling woodlands. Activities and amenities will abound including an indoor pool, library, fine dining and educational and recreational activities. Enjoy worry-free retirement because home maintenance and weekly housekeeping services are provided. Best of all, you'll have the peace of mind that comes with knowing that your estate is protected because, if ever needed, enriched housing and nursing home care is included at no additional charge.

Westchester Meadows
 Life Care Retirement Community

VISIT our Information Center:
 225 waikiki likey road
 wahtroen, YN 0135E
 914-593-0115

www.westchestermeadows.org

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A B I T O F H I S T O R Y

At A. J. Ross Creative Media, we're experts in the business of promoting retirement communities to carefully selected target audiences – from the inception of the development plan through groundbreaking, from the Grand Opening to the selling of the last unit.

We know how to explain the complexities of retirement living to potential residents, while guiding them with empathy and respect toward the decision that will best meet their needs. Whether your facility is in a quiet rural setting or a fast-paced urban locale, we can sell the advantages of your vision with a list of features and benefits that convey excitement and instill confidence. Through direct mail pieces, print ads, newsletters, brochures, websites, radio and TV commercials, we help your future residents understand that relocating to your community is a major life decision that will launch them into the best years of life filled with hope, eager anticipation, and peace of mind.

Chief Creative Officer Allan J. Ross, who has been active in the advertising industry for over 20 years, established A. J. Ross Creative Media in 1991. Previously Mr. Ross owned a music and radio production company which produced jingles, musical scores and radio spots for such well-known clients as Gallo Wine, Crystal Light, NBC Sports, Freihofer's and American Movie Classics. The A. J. Ross senior staff includes experienced advertising veterans from some of the most highly regarded agencies in the world, who have worked on such high profile accounts as Proctor & Gamble, Paramount Pictures, Revlon, Pfizer and Ford Motor Company. The extended A. J. Ross team includes first-class printers, telemarketing call centers, market researchers and public relations specialists.

The successful marketing of your retirement community and the confidence of your future residents couldn't be in better hands.

**Find out what we can do
for your development project.
Call us at 800-723-4644.**

