

AMICA ANNOUNCES LAUNCH OF VITALIS™ reNEW, AN INNOVATIVE CONVALESCENT, RESPITE PROGRAM FOR SENIORS

VANCOUVER, BRITISH COLUMBIA, February 23, 2011: Amica Mature Lifestyles, Inc. a Canadian leader in the management, marketing, design, development and ownership of luxury housing and services for mature lifestyles, has launched VITALIS™ reNEW Convalescent, Respite Services and short-term accommodation for seniors. reNEW is a complementary addition to Amica's already successful VITALIS™ Assisted Living Suites & Services, offering a more specific and individualized menu of convalescent care and services for seniors.

In-home medically supervised, post-operative convalescent care and support for seniors recuperating from surgery for hip and knee replacements, can be very challenging without around the clock access to private professional staff, equipment and furniture during the first weeks of recuperation.

The reNEW Program, which is now available at many of Amica Mature Lifestyle's 22 Wellness & Vitality™ retirement residences across Canada, offers seniors medically supervised, individualized, post-surgical or post-fall programs and care pathways that are designed expressly and literally to get respite guests back on their feet and as independent and strong as they were before requiring surgical intervention.

Unlike many convalescent and rehabilitation facilities, all reNEW guests recuperate at Amica in their own private, ergonomically furnished suite. Every convalescent suite is both pleasingly and practically laid out and decorated to help speed physical and emotional recovery. Ergonomically correct and comfortable furniture and beds designed specifically to assist and support a patient's individual recovery requirements are included. Essential to every successful convalescence is peace of mind, so all guests are encouraged to relax and concentrate on their recovery knowing their suite is equipped with an emergency call system and immediate access to professional staff 24/7.

All reNEW individualized convalescent programs are administered in a resort-inspired, service-rich environment that accelerates healing of both body and mind. While guests enjoy three nutritionally balanced, delicious meals plus snacks a day prepared in-house by Amica's professional chefs, they regain former strength and mobility through individualized physiotherapy, hydrotherapy, massage and gentle Wellness & Vitality™ programs and sessions.

As well as comprehensive convalescent care, Amica also offers specialized respite suites and services on the VITALIS™ assisted living floor within the Amica Wellness & Vitality™ communities. This supportive respite care for seniors gives caregivers temporary help with their loved one while taking a well-earned vacation or dealing with short-term emergencies of their own.

For more information regarding VITALIS™ reNEW Convalescent, Respite Services and Support or on VITALIS™ Assisted Living Suites & Services, please visit www.amica.ca/vitalisrenew or contact:

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