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Press Release

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FOR IMMEDIATE RELEASE
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Why are Littleton homeowners scratching their heads and monitoring their yards?

Denver, Colorado - July 16, 2010 - The phones have been ringing off the hook at GrandView of Roxborough's sales center the last couple of weeks all because of a unique marketing tactic they tried. GV had implemented an 8X8 mailing campaign which usually entails identifying targeted communities/addresses and then for 8 consecutive weeks, mailing a *different* post card to each address. Surveys have shown that by the 7th or 8th postcard, people begin to notice and remember the product. What GrandView did was to put a spin on this concept. Each of the first 7 post cards was different from each other. However the 8th and final card was *exactly* the same as the # 7 postcard. What the marketing team of GrandView did was crumple a duplicate #7 card, attach an actual handwritten sticky note on it saying, "please don't toss again - Kim", then place the crumpled card in an envelope and send it to the same people as the final #8 mailing.

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It wasn't even 24 hours after that piece was delivered, that people starting calling. Some called just to say that they loved the marketing and how creative and fun it was. Many others called and said they wanted to learn more about the Life Services Retirement Community that GrandView is building and signed up to attend a complimentary "Lunch and Learn". And then there were those who didn't know what to think! One person called to report that they were concerned that "Kim" was going through their garbage and re-mailing things that were tossed. Another person called to ask why garbage was being sent, while another person called asking how GrandView knew what mail he actually opened vs. what mail he threw away!

Upon explanation of this marketing campaign, with apologies given to those who were upset, most who had been confused chuckled and did ask for more information about GrandView. At the end of one busy phone day, Kim Jensen though laughingly stated that next time a name is used on a marketing piece, she wants someone else's name to be listed!

GrandView of Roxborough is a revolutionary concept in senior living. Set in the southwestern foothills this Life Service Retirement Community is the only one of its kind in Colorado. Full deeded ownership and individualized health support allow for owner's to truly age in place. GrandView is adjacent to the

entrance of Roxborough State Park at 6265 Roxborough Park Road
in Littleton, Colorado. For more information, please call
303-744-8000 or visit on-line at www.GrandViewLife.com.

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