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Varena Translates Resort Vacation Living Into Everyday Senior Living

ÁegisLiving's Newest Community sets the Industry Standard for the Ultimate in Five Star Senior Retirement Living

SANTA ROSA, Calif. – (May 2008) – Serenity in the form of rolling vineyards, whispering oaks and grazing deer surrounds Varena, a new 29-acre community destined to transform retirement into the luxurious culmination of a cultured life. Varena takes senior, retirement living to a whole new level. It is unparalleled among senior living communities, bringing together an amazing location, beautiful architectural designs and the highest standards in services and amenities for people of all ages of retirement. Varena is a place where enriching the health and well-being of seniors is apparent from literally the ground up.

The resort-style community developed by Oakmont Senior Living and professionally managed by ÁegisLiving today opens in Santa Rosa, California. Varena, represents ÁegisLiving's quintessential hallmark of a new brand of retirement living community, comparable to a five-star hotel. It offers residents all the luxury of an exclusive Italian vacation in their everyday lives. Fountaingrove Lake shimmers invitingly and fragrance rises from vibrant gardens on approach to the community's main entrance. Once there, its classical architecture and grand fountain announce that this is a place for enjoying all life has to offer.

"This isn't just living -- it's luxury living. It is a testament of how retirement living is changing in America today," says Dwayne Clark, chairman and CEO of ÁegisLiving. "Varena residents will enjoy what was previously only available in world-class hotels -- the highest level of service and care, but instead of being a vacation it occurs everyday."

Varena does not look like most retirement communities. In the 162-dwelling community it has two neighborhoods that are within a short walking distance of the main building. The neighborhoods contain casitas, duplexes and more intimate buildings housing between 12-20 apartments. In the large, main community there are 103 apartments and a wide variety of on-site amenities including a spa and exercise facilities, indoor and outdoor swimming pools, a movie theater, a cocktail lounge, a wine cave, a business center, a wellness center, a community garden, a library, two pet parks, an art studio, First Community Bank branch, country store, salon and spa, an art studio and card rooms.

Additionally, Varena sits adjacent to the Fountaingrove Golf and Athletic Club and an expansive new city park to further invoke and enhance healthy living.

The community is just minutes from shopping, health care providers and cultural amenities.

Entrance fees, which are 90 percent refundable when residents move out, begin at \$345,000 peaking at 1.3 million. Monthly rent, which starts at \$2,724, includes all utilities except phone, and a broad range of services:

- weekly maid service and twice-annual deep cleaning
- home maintenance
- landscaping
- daily continental breakfast
- lunch and dinner credits
- concierge and valet
- a fitness program
- security systems
- a 24-hour emergency call system
- transportation within a 10-mile radius
- myriad activities, cultural events and programs.

Further services are available for additional fees, including laundry, delivered meals and guest catering, grocery shopping and pet care.

"We've created a place where active adults can enjoy both the perks of vacation and the comforts of home," Clark said. "They have gourmet dining, cultural events and the knowledge that they are surrounded by friends, neighbors and a caring, attentive staff."

Numerous floor plans accommodate a variety of styles, needs and living arrangements. From one-bedroom apartments to six-room casitas with garages, decks and yards, Varenna offers myriad options independent adults who need no or little assisted care now, but who want to have those services available in the future.

Inside, the apartments and homes are decorated tastefully and appointed with upscale fixtures and modern amenities, including high-speed computer wiring and advanced security and fire prevention systems. Residents have the freedom to make their own choices about decorating and furnishings.

Both individually and through regular seminars, Varenna staff can help ease the transition into a new home. Residents meet with move-in coordinators to develop a timeline, choose a moving company and seek advice about packing and dispersing a lifetime's belongings. Residents can feel secure knowing that Varenna is a state licensed continuing care community. Space is reserved at the on-site assisted living building, Villa Capri, for seniors who may need a higher level of care later in life. Memory care for people with Alzheimer's or dementia also is available.

Boasting industry-low employee turnover, ÁegisLiving understands that a valued and supported staff is best able to provide attentive service at every care level. The company and its many communities are nationally recognized for providing respectful, personalized care. Employees regularly have opportunities to suggest improvements, tailor services to individual needs and otherwise invest in the community's success. They also remain for numerous perks and benefits and at Varenna that can translate into a very unique opportunity. Within the 29 acres, a special family living 20-unit apartment building has been built especially for those who work on site. It provides special, below-market rate accommodations on the property -- an unprecedented arrangement among U.S. retirement communities.

“With our on site living we are able to provide those who work for us affordable living that is convenient for them. And in return they work for us longer making it better for our residents-- who so often get very attached to those who are with them daily,” adds Bill Gallaher, president and owner of Oakmont Senior Living.

ÁegisLiving is a national leader in retirement and assisted living, and Varenna represents its top-tier Signature brand. Cardinal Point in Alameda, opened as the first Signature community in 2006. The company has plans to build at least one additional luxury community in California and one in Western Washington. Prospective residents interested in Varenna can visit online at www.varennaccrc.com or call 707-526-1226 for more information.

About Oakmont Senior Living

Led by William P. Gallaher, Oakmont Senior Living LLC is a real estate development and construction company headquartered in Santa Rosa, Californian. Often partnering with ÁegisLiving, Oakmont has built more than 30 senior communities over the last three decades.

About AegisLiving

AegisLiving is a national leader in retirement and assisted living, offering a progressive selection of senior residences to meet the growing needs of today's aging population. Providing the finest in senior lifestyle and living options available, “We're the people who make life better” emphasizing health, quality of life, well being and community. The residences include Signature Living, independent living, assisted living, Memory Care for individuals with Alzheimer's and other forms of memory loss, as well as short term, rehabilitative and vacation stays. ÁegisLiving is guided by a simple philosophy: strive to treat all people with the highest possible standards. Founded in 1997 and headquartered in Redmond, Washington privately held ÁegisLiving operates 33 communities in Washington, California and Nevada. More information about ÁegisLiving is available at www.AegisLiving.com.

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