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## **LIVING WELL IS SELECTED AMONG THE TOP 50 EMERGING COMPANIES IN AMERICA**

Sausalito, CA. October 2009 – Living Well- Assisted Living at Home has been selected in FundingPost's 6th annual Pitch Across America Competition as one of the Top 50 Emerging Companies!

FundingPost, which has been introducing entrepreneurs to investors for over 8 years, established the competition in 2004. In the past 5 years more than 500 Venture Capital Funds and Angel Investors have participated as judges, voting on over 1,000 business summaries from emerging companies nationwide. The Pitching Across America competition not only showcases emerging companies to investors, but also helps Venture Capital and Angel Investors quickly identify worthwhile investment opportunities. The emerging companies' executive summaries were evaluated on a scale of 1 to 10. Judging criteria consist of several key points including: the professionalism of the written summary, current stage of development (customers, revenue), competitive advantage and need in the marketplace, feasibility for success, and whether the company is "VentureWorthy(TM).

Living Well provides home-based, high-end, and comprehensive care for elders. It offers an exclusive and well-managed alternative for those seniors who want the security and comfort of a retirement community without having to sell their homes and relocate. 89% of seniors do not want to leave their homes. Living Well listened to the needs and preferences of older adults planning for their futures and created a model of care that puts the senior in the driving seat by creating opportunities for lifelong learning and access to quality care for those who may need support as they age in place. The current choices for those that need care are either fragmented and low quality home care or selling the family home to move to a facility where independence is exchanged for the security of group living. By combining five star service, smart technologies, green practices, medical advocacy, gerontological wellness programming, and concierge service, Living Well is taking home-based care into the 21<sup>st</sup> century. Living Well enhances and expands the older person's world, connecting people, building community, and providing quality care.

Tessa ten Tusscher, C.E.O. of Living Well, states, "We are honored that FundingPost has named us one of the leading emerging companies. As an early stage company, it's great to be recognized by a national panel of venture capital investors. It certainly provides validity to our concept of care, our market, and business model."