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STONETRUST PARTNERS LLC LAUNCHES TO PROVIDE NEW LEVEL OF SUPPORT TO SENIOR HOUSING INDUSTRY

CANTON, CT (February 13, 2006) – *Stonetrust Partners LLC (STP)* was launched today to serve the senior housing industry and help it anticipate and meet the needs of today’s seniors and Baby Boomers who will require and expect more.

Stonetrust Partners will provide development, management and marketing services, to the senior housing industry, or as they prefer to call it, the age qualified housing industry. These include:

- Master Planning
- Project Management
- Market Strategy and Planning
- Repositioning and Branding Council
- Mentoring and Supervision
- Prospect Knowledge and Awareness
- Education and Sales Training

Stonetrust Partners was founded by Robert Snyder, a veteran in the age qualified housing industry with vast experience in the strategic planning and implementation of successful sales and marketing efforts. Robert is nationally recognized as an authority on beliefs and values of mature adults. He was most recently a Partner at RLS, LLC, a professional services organization and developer focused on the retirement housing market, and before that a Senior Partner and head of the Mature Market Group of J. Walter Thompson Worldwide.

“As the age qualified housing industry expands and evolves in anticipation of the Baby Boom generation, developers, managers and marketers are calling out for guidance so their communities resonate not only from a marketing standpoint, but also deliver the lifestyle, features and wellness approaches that will be relevant to the population,” said Robert Snyder, President and CEO, Stonetrust Partners LLC.

To help the industry provide a fully balanced program for residents at continuing care retirement communities and private senior housing communities, **Stonetrust** has developed an approach that focuses on three key ideas:

- Ageless Thinking a method to compensate for the changing age qualified housing market by extending brand reach.
- Value Portraits™, a method of evaluating a potential prospect or senior housing development through methods well beyond only age classification.

- An approach which uses the Full Dimensional Life™ model to enable providers of services to mature adults achieve a more balanced approach and delivery of opportunity for their residents.

About Stonetrust Partners

Stonetrust is a consulting firm dedicated to the age qualified housing industry. It helps its clients lower development cost and financial risk through consulting services, mentoring and supervision in all aspects of developing, marketing and managing an age qualified housing community www.stonetrustpartners.com.

To arrange a conversation with Robert Snyder, please contact Adria Greenberg at Sommerfield Communications, Inc., at (212) 255-8386 or adria@sommerfield.com