

The Palace's New Community Planned for Weston Wins Top Honors

WESTON, Fla.—The Palace Management Group, one of South Florida's leading companies specializing in senior housing and care, was named a "Gold" winner in the 2009 Best of 50+ Housing Awards for its newest community, The Palace at Weston Senior Living.

Currently under pre-development, the \$110 million luxury senior living community received the prestigious honor in the competition's Congregate/Independent Living Community "On the Boards" category.

The annual award program is presented by National Association of Home Builders' 50+ Housing Council and is the premier design and marketing competition for the seniors housing market.

The Palace at Weston Senior Living was recognized by an elite panel of judges that included builders, developers, architects, marketing experts and other respected industry professionals. The panel chose finalists from nearly 200 total entries in more than 40 categories

"This year's winners incorporated a high level of quality and lifestyle specific amenities to their projects," said Pat Kelley, a St. Louis builder and 2009 chair of NAHB's 50+ Housing Council. "Buyers and residents in this economic climate need to feel that their home purchase is going to provide exactly what will make their lives easy and satisfying. This year's entrants stepped up to the plate and supplied competitive and attractive projects for the 50+ market."

When completed, The Palace at Weston Senior Living will offer 410 apartments with three levels of care: independent, assisted living and memory support.

"The award is truly a testament to the team's efforts to design a community that reflected the beauty and elegance of The Palace at Weston, the neighboring active adult community, while establishing its own distinct identity and look," said Helen Shaham, President of The Palace Group. "The Palace at Weston Senior Living will set the gold standard for senior living communities across the country."

Future residents will be able to enjoy including daily dining in an elegant dining room, socializing in multi-function rooms, concierge services, a lobby lounge/bar, theater, beauty salon, activity and game rooms, a bank, card room, library, computer room and physical fitness room.

A completely-equipped, state-of-the-art Wellness Center will include a physical therapy center adjoining medical offices and special treatment areas with services provided by local physicians.

A Welcome Center will open in 2010 and will offer visitors the opportunity to see progress of the new community as construction builds from ‘ground up’ until the projected opening and first occupancies in late 2012.

For more information about The Palace at Weston Senior Living, please call (954) 217-2000 or visit www.thepalace.org.

About The Palace Management Group

The Palace’s continuum of care includes The Palace Suites for independent living; The Palace Renaissance, an assisted living community; The Palace Royale for “catered living”; The Palace Nursing & Rehabilitation Center; The Palace Gardens, an assisted living community in Homestead; The Palace @ Home, a Medicare-certified home health agency; The Palace at Weston, luxury living for those 55 and over; and Palace Tel-Aviv, a continuing care retirement community in Israel. Their two newest projects, The Palace at Weston Senior Living and The Palace at Coral Gables, are under development.

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