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PATHWAY TO LIVING HIRES SHEA KRAUSE AS REGIONAL VP OF SALES

12-year senior housing veteran will apply her extensive marketing experience to generate sales and occupancy growth

CHICAGO -- (October 24, 2019) – Pathway to Living, a Chicago-based developer, owner and operator of senior housing communities and senior housing arm of Chicago-based real estate investor and operator Waterton, is pleased to announce the hiring of Shea Krause as a regional vice president of sales.

Ms. Krause will be responsible for implementing marketing and product development programs to achieve organizational sales and occupancy objectives across Pathway’s brands in both new and existing markets. She will also manage all regional directors of sales and is responsible for the hiring and performance management of team members.

Krause has more than 12 years of sales and marketing experience in senior housing, with a proven track record of consistently delivering on business objectives and driving portfolio growth.

“Shea has a proven track record of success in senior housing and it’s a pleasure to welcome her to the team,” said Nicole Bartecki, VP of Sales and Marketing at Pathway to Living. “We believe her impressive previous experience will make her a great asset to the team in developing quality long-term relationships and helping to spur continued growth across Pathway’s portfolio.”

Krause was previously a Senior Regional Director of Sales & Marketing at Enlivant Senior Living, where she played a pivotal role in shaping the firm’s growth strategy in the Northern Indiana/Illinois region, turning around underperformance in 21 communities and integrating seven new properties into the region. Prior to Enlivant, she was a divisional sales specialist at Sunrise Senior Living.

“I’m excited to join Pathway to Living, which has a standout reputation in the senior housing space and an outstanding in-house sales team and platform,” Krause said. “I believe my experience as a team leader in the sales and marketing of senior housing communities will allow me to thrive in this exciting and challenging new opportunity.”

Pathways offers a unique operating approach through VIVA!, a holistic cultural approach to senior living focused on resident wellness, abilities and person-centered care. VIVA! Life offers a combination of

programs, including a number of proven Pathway to Living signature initiatives that have been perfected over time, as well as customized programs developed specifically for individual residents.

About Pathway to Living:

Founded in 1997, Pathway to Living is a Chicago-based developer, owner and operator of senior housing communities. The company's portfolio includes a wide range of community types – senior apartment, independent living, assisted living and memory support – spanning 33 properties and more than 3,000 units (including communities under development) in Illinois, Michigan, Minnesota, Pennsylvania and Wisconsin. Pathway to Living is owned by Waterton, a Chicago-based real estate investor and operator with real estate assets under management totaling \$5.5 billion as of June 30, 2019. For more information, please visit www.pathwaytoliving.com and www.waterton.com.