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PRESS RELEASE

Villa Pueblo Senior Living Receives 2015 Customer Experience Award from Pinnacle Quality Insight

Pueblo, CO. February 11, 2015 – Villa Pueblo Senior Living, a Pueblo based provider of senior living and skilled nursing and rehabilitation care, is proud to announce that they are the recipient of Pinnacle Quality Insight's 2015 Customer Experience Award™. Qualifying for the award in the category of Quality of Food. Villa Pueblo displays a continued dedication to providing Best in Class senior healthcare services.

Sandra Turner, Executive Director of Villa Pueblo Senior Living describes receiving the award as an honor, stating that "I am not surprised that our residents and guests love the food at Villa Pueblo. Our Executive Chef, Mathew Doyle, is passionate about the quality of the food that is prepared and is committed to providing fresh, high-quality meals with excellent service."

Throughout its 50+ year history of serving the community, Villa Pueblo has placed a strong emphasis on ensuring that the individual needs of every resident and patient are met. Over the course of 2014, a sampling of Villa Pueblo's customers and their families have participated in monthly telephone interviews that include open-ended questions, as well the opportunity to rate Villa Pueblo in specific categories.

Every month, Villa Pueblo has gathered its real-time survey results in order to gain a better understanding of the resident's and patient's needs and make improvements when necessary.

By qualifying for the Pinnacle Customer Experience Award™, Villa Pueblo Senior Living has satisfied the rigorous demand of scoring in the top 15% of the nation across a 12-month average. Clients have the opportunity to achieve this Best in Class distinction on a monthly basis in many categories designed to accurately reflect each customer's experience.

A customer satisfaction measurement firm with over 18 years of experience in long-term healthcare, Pinnacle conducts over 100,000 surveys a year and works with over 1,800 clients in 47 states, Canada and Puerto Rico.

About Villa Pueblo

Villa Pueblo was built in 1962 as a 135 unit Senior Retirement Center. In 1989, the Pavilion, a 60 bed skilled nursing unit and 30 bed assisted living area was added. Villa Pueblo Senior Living Community (1111 Bonforteopco, LLC) is managed by Frontline Management, a healthcare management company located in Lafayette, CO. For more information about Villa Pueblo, please call 719.545.5911.