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**IRVING LEVIN ASSOCIATES, INC. LAUNCHES
SENIOR LIVING BUSINESS NEWSLETTER**

NORWALK, CT — April 10, 2007 — Irving Levin Associates, Inc., a research and information firm that tracks investments and activities in the health care and seniors housing markets, has launched a new monthly publication, *Senior Living Business*. The newsletter made its debut with the March issue.

Senior Living Business focuses on financial news and growth strategies for providers and suppliers in the not-for-profit sector of the seniors housing market. The monthly, eight-page newsletter will be delivered both electronically and in print.

Each issue of *Senior Living Business* will explore best practices for developing, financing, and maintaining not-for-profit senior living facilities. Through management interviews, case studies, and targeted reporting, readers will discover strategies and techniques that are working well for their peers in the not-for-profit world, but with applicability in the for-profit world as well.

“*Senior Living Business* advises readers on how to grow their bottom line to meet the all-important mission of quality care for seniors,” says Stephen M. Monroe, partner at Irving Levin Associates and executive editor of *Senior Living Business*. “Our goal for this new newsletter is to help readers fulfill their mission of caring for seniors in the most financially successful way.”

The *Senior Living Business* charter subscription price is \$487 per year. For more information or to order a subscription, please call 800-248-1668, email info@seniorlivingbusiness.com, or visit www.seniorlivingbusiness.com.

Irving Levin Associates, Inc., established in 1948, is headquartered in Norwalk, Connecticut. The company publishes research reports and newsletters — including *The SeniorCare Investor* and *Senior Living Business* — and maintains databases on the health-care and seniors housing markets.

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