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For more information, contact:

Bill Sitton, 913-754-2339

Sherie Koshover, 415-469-2249

Moldaw Family Residences at 899 Charleston Names New Sales Director

PALO ALTO, Calif.: Rick Naff says both his professional and personal experiences give him a unique perspective on what makes a senior living community attractive and appealing to those who want new and interesting endeavors in their lives. As the new sales director at Moldaw Family Residences at 899 Charleston, Naff will oversee the day-to-day efforts of the sales staff and counsel those people interested in improving or maintaining their vibrant, dynamic lifestyle. The first residents will move into Moldaw Family Residences in fall of 2009. The community is now under construction at East Charleston and San Antonio Road in Palo Alto.

“I have conducted a lot of interviews with seniors during focus groups and such. Many simply said they hated the word ‘retirement’ and wanted to be considered active, whether that meant volunteering, traveling or engaging in other activities,” said Naff. “When my own mother moved into an independent living community, I wanted to make sure she didn’t just have a safe place to live. I also wanted to find somewhere that provided a warm, social atmosphere and activities for her to engage in with other residents, because I knew that was important to her.”

Naff comes to Moldaw Family Residences with more than 20 years of marketing research and sales experience. He most recently served as consumer insights manager for Fisher Investments in San Mateo, Calif.

He received a bachelor of arts degree in business administration from Whittier College in Whittier, Calif. Naff also earned a master of business administration degree in marketing from the University of Southern California in Los Angeles, Calif.

“We are very pleased to have someone with Rick’s experience and expertise join our team,” said Executive Director Marilyn Israel. “We are filling positions within our community with individuals who share our commitment to excellence and will help us continue to move in the right direction as we prepare to welcome our residents to their new lifestyles.”

Moldaw Family Residences, which welcomes people of all faiths, is the only Jewish-sponsored senior living community in the South Peninsula. The community will consist of 193 maintenance-free apartment homes, with one-, two- and three-bedroom floor plans. The private residences will be interspersed mostly on

the upper floors of various buildings that will also serve other functions within the Taube Koret Campus for Jewish Life (TKCJL). Residents will also have access to the new Oshman Family Jewish Community Center (OFJCC), which will offer a rich variety of educational, cultural, and wellness programming, as well as meeting areas, fitness amenities and more.

“Our goal is to let future residents of Moldaw Family Residences know that this innovative

multi-generational campus offers them the opportunity to connect and share with people of all age groups. They will be a part of a very vibrant community, offering many avenues to follow their cultural, intellectual and social pursuits,” said Naff.

The community’s maintenance-free lifestyle will include services and amenities such as concierge assistance, housekeeping and linen services, underground valet parking, scheduled local transportation, a beauty salon and more.

As a continuing care retirement community, Moldaw Family Residences also will provide access for residents’ future health care, if ever needed. Personalized assisted living services will be available, and the community will include memory support suites. Residents will also have priority access to skilled nursing care through affiliation with the Jewish Home of San Francisco and select local providers.

Anyone interested in learning more about the dynamic lifestyle available at Moldaw Family Residences can visit the community’s Preview Center, located at 366 Cambridge Avenue in Palo Alto. Preview Center appointments can be scheduled by calling (650) 321-3188. Information is also available on the Internet at www.899Charleston.org.

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