



Link·age Ventures Closes Investment in HomeStaySM

HomeStaySM deal expected to be first of many for Link·age Ventures in coming months

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Cincinnati, OH (Oct. 23, 2012) – Link·age Ventures, Inc. (“Link·age”), a venture firm focused on investing in leading companies that provide products, services and technology to the aging marketplace, is pleased to announce the successful closing of an investment in HomeStaySM.

HomeStay is a membership program that helps Americans over 50 prepare to live at home independently and affordably for as long as possible. For a low annual fee, members receive expert, friendly and helpful support by phone whenever they need it. HomeStay is owned by California-based GGL Projects, Inc., and is supported by a grant from the National Science Foundation.

In addition, Link·age and HomeStay are jointly developing innovative pilot programs along with two specific Link·age member organizations. These pilot programs will enable HomeStay memberships to be delivered to hundreds of people over the next six to nine months. According to Jeremy Gin, CEO of HomeStay, “We are excited to be working with the world-class teams at Link·age and Link·age member organizations. They provide companies like ours with a unique and powerful combination of expertise in the aging and innovation space—distribution and capital.”

Scott Collins, CEO of Link·age, added, “We believe that the HomeStay product provides a valuable tool to our members and their constituents and will provide numerous people the ability to successfully age in place. This type of core information on the process and the key issues surrounding aging at home are crucial to anyone hoping to successfully age at home.”

John Hopper, Managing Director of Link·age Ventures, stated, “Working with Jeremy and the HomeStay team has proven to be very rewarding, and we feel very confident about the potential success of HomeStay, in general, and our investment, specifically. The synergies between Jeremy’s team, the vast Link·age network and the National Science Foundation are clear and direct.”

For more information on HomeStay, please visit www.HomeStayPlan.com.

For more information on Link·age and Link·age Ventures, please visit www.LinkageConnect.com.

ABOUT LINK·AGE:

Link·age was created by a group of not-for-profit senior living providers in the mid 90s to address opportunities in managed care. Over the years, the organization evolved into a provider of cost containment solutions, as well as a platform for shared investment opportunities among the founding members. Today, Link·age is comprised of more than 600 senior living communities and over 300,000 residents. We connect our members and thought leaders in the aging space to a broad range of resources to ensure their ongoing success and sustainability.

Link·age Ventures is a subsidiary of Link·age, and is an investment firm interested in investing in financially viable companies that provide products, services or technology to the aging marketplace. Link·age Ventures is a “hybrid” firm in that it will invest in traditional venture capital opportunities and more established companies that fit its investment criteria. Link·age Ventures looks to invest in companies that understand and can leverage the Link·age network of 600 senior living communities and over 300,000 residents to grow their organizations.

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