

Senior Care and Housing Marketplace

2008/2009 Sample Editorial Calendar

The editorial calendar of the various newsletters and publications will vary from this sample since lead stories are based on events that unfold in the general financial markets and within specific industries at any given time. This sample editorial calendar of the subscription-based products represents actual lead stories published in 2008. **Special Reports are in Bold**

<u>Month</u>	<u>Lead Stories and Special Content and Promotions</u>	
January	Senior Care Stocks Sag In 2007 Capital Senior Living Buys Big Mitigate Risk In Repositioning Projects Mixed Funding For Affordable Housing	<i>After A Four-Year Rally, Most Senior Care Stocks Declined With Large Acquisition, CSU Expands In The ALF Market Strategies And Best Practices To Better Navigate The Financing Cabrini Eldercare's Senior Housing Project In Seattle Is A Model</i>
February	Five Star: Strategic Buying Investors Challenging A Deal System With Varied Assets Focuses On LTC Reinvent Your CCRC To Remain Competitive	<i>After A Dry Stretch, Five Star Quality Care Finds Deals Capital Senior Living Shareholders Say No To Purchase Benedictine Health System Reorganizes, Sheds Acute Care Operation The Evergreens Embarks On Its Second "Reinvention" In 10 Years</i>
March	Deals and Dealmakers Promotional Distribution - NIC Western Symposium SNF Prices Hit Record In 2007 AL and IL Prices At New Highs Dealing With Credit Stress In Today's Market Making Hospice Work...Really Work!	<i>Strong Investor Demand And Quality Boost The Market Declining Cap Rates And Broad Interest Push Prices Up Challenges For Providers And Ways To Avoid Or Address Them The Hospice Of The Florida Suncoast Goes From Zero To 'Top Dog'</i>
April	The Senior Care Acquisition Report, 14th Edition Promotional Distribution - American Association of Homes and Services for the Aging (AAHSA) Spring Conference Bargain Prices In The Market? Sunrise Finally Files 10-K Benchmark: Know Where Your Business Stands Tips For Controlling Construction Costs	<i>With Recent Drop, Assisted Living Concepts Is Too Cheap After Months Of Delay, The 2006 10-K Is Available And Look At Non-Traditional Benchmarks To Tell Your Whole Story In Atlanta, Lenbrook Square's New Tower Is On Time And On Budget</i>
May	Promotional Distribution - Assisted Living Federation of America Annual Conference Senior Care M&A Still Asleep Occupancy And Debt Problems Strategies For Coping In An Uncertain Economy Pacific Retirement Services Ventures East	<i>Demand Will Return, But It Will Not Be The Same Is The Seniors Housing Industry Stronger Than It Appears? Spectrum Marketing Shares New Study Findings And Helpful Tips Wisconsin CCRC Purchase Is The First For PRS's Atlantic Division</i>
June	Senior Care Portfolios Back First Quarter Earnings Results An Internal Developer Arm Keeps Fees In-House ACTS Acquires CCRC in Huntsville, Alabama	<i>Breaking The Logjam In The Senior Care M&A Market Occupancy Is Down, But Results Could Have Been Worse Franciscan Sisters of Chicago Completing Sixth Project as Developer Owner/Operator/Developer Buys and Renames Bankrupt Community</i>
July	Seniors Housing Stocks Slump Haven Healthcare Deal Dies Target: Fair-Market Executive Compensation Not-For-Profit Acquisition Roundup, Q2:08	<i>Opportunities Arising In The Current Bloodbath And Other Troubles With Some Private Companies A "Dust-Up" At Diakon Highlights The Sensitivity of Executive Pay A Merger, A For-Profit Buyout & A Land Buy For New Development</i>
August	Sunrise: Charting A New Course Looming Liquidity Crisis HUD 232 Streamlined To Reduce Bottlenecks New 'Superalliance' Provides Added Synergy	<i>After Many Mishaps, Sunrise Is Entering A New Era As Debt Markets Contract, M&A Market Follows Program Changes Expected To Result In Double Loan Volume Two Neighboring Alliances Create Western Pennsylvania Alliance</i>
September	Deals and Dealmakers Promotional Distribution - NIC Conference for the Seniors Housing and Care Industries Prices Down, Cap Rates Up Occupancy Bottom Nearing Let's Talk Fannie Mae And Freddie Mac... PACE Programs Address Both Mission & Margin	<i>Mid-Year Data Confirm Market Suspicions About Trends After a Mixed Quarter, Providers See Occupancy Uptick What's The Impact On Senior Housing? A Credit Crisis Worsening? On Lok In San Francisco, The First PACE Center, Expanding Again</i>
October	The Collapse Of Wall Street The GPT Group And Benchmark Untangling Swap Agreements With Lehman Bros. Development: Confronting The Credit Crunch	<i>And What It Means For Seniors Housing And Care Now Is Not The Time To Sell A Strategic Portfolio Remedies and Ramifications When A Swap Counterparty Defaults Approaches That Providers/Developers Can Take — And Are Taking</i>
November	Promotional Distribution - American Association of Homes and Services for the Aging (AAHSA) Annual Meeting Largest Deal Of 2008 Cancelled Seniors Housing Stocks Plunge The Case For Long-Term Care Financing Expanding Through Home Health Care	<i>Health Care REIT Terminates 29-Property Acquisitio With October's Drop, Price Levels Should Be At The Bottom AAHSA (and others) Continue The Debate And Suggest Changes Masonic Health Systems of Massachusetts: Right Place, Right Time</i>
December	Aussies Buying Seniors Housing Ensign Group Prices Weak IPO Variable-Rate Vs. Fixed-Rate Financing Alternative Ownership Structures	<i>Two Large Acquisitions Show The Trend of Foreign Buying Pricing Is Severely Cut Amid Market Weakness and Turmoil Providers Need to Know The Ramifications And The Rules Jewish Home For The Elderly Is Taking An Innovative Approach</i>

Health Care Mergers, Acquisitions, Venture Capital and Financings

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January	Health Care M&A Results For 2007 <i>\$226.5 Billion Committed In Second-Largest Year Ever</i> Medical Device Deals Surge <i>December Saw 27 Transactions Worth \$7.9 Billion</i> Recent Discovery Spawns Venture Funding <i>RNA Interference Offers Basis For Therapeutic Development</i> Annual Venture Capital Results Shine <i>Quarterly Results Slightly Lackluster, But Add To Strong Finish</i>
February	The Health Care M&A Report - Fourth Quarter Spotlight On Diagnostics <i>Dealmakers Targeting Diagnostic Testing Businesses</i> Pharma Outsources Manufacturing <i>Sells Plants To Focus On Higher-Margin Activities</i> Successful IPO in Emerging Specialty <i>Growing Hospitalist Company Prices Initial Public Offering</i> Imaging Space Hot During 2007 <i>Venture Capital Funding Increases, Continuing In 2008</i>
March	Deals and Dealmakers Home Health Care Heats Up <i>Changes To Medicare Reimbursement Prompt Sell-Off</i> Biotech Leads Health Care M&A <i>Twelve Deals Announced Worth \$4.1 Billion</i> Slow Month Produces some Unique Deals <i>We Talk With CEOs Of Two Companies That Closed Venture Rounds</i> Financing Available for Quality Companies <i>New Venture Funds Raised, Ready and Willing To Invest In The Best</i>
April	First Quarter 2008 M&A Results <i>219 Deals Announced Worth \$27.1 Billion</i> The Hospital M&A Market <i>New Report Shows Values Down Slightly In 2007</i> Venture Deals Intertwining with M&A <i>As Pharma, Bio And Device Assets Are Spun Off, Licensed Or Sold</i> Quarterly VC Results Slightly Depressed <i>Total Venture Funding In Q1:08 Falls Back To 2005 Levels</i> The Health Care Acquisition Report, 15th Edition
May	The Health Care M&A Report - First Quarter Merger Magic Returns <i>Four Billion-Dollar Deals Jumpstart April's M&A Market</i> With An Eye On The Future <i>Novartis Buys Alcon, Builds Eye Care In \$39.0 Billion Deal</i> Vascular Stents Attract Venture Capital <i>New Technologies And Materials May Offer Enhanced Solutions</i> Bankers Continue to Make M&A Deals <i>Health Care Group Focused On Middle Market, Adds To Team</i>
June	Biotech Dominates Deal Making <i>15 Deals Announced In May Worth \$2.2 Billion</i> \$4.1 Billion Private Equity Deal <i>Bristol-Myers Sells ConvaTec To Private Equity Consortium</i> Drugs, Devices and Diagnostics for the Heart: <i>Significant Venture Funding Devoted To Cardiovascular Space</i> Private Placements Return, with a Vengeance: <i>Health Care Companies Raise More In One Month Than Four</i>
July	Hostilities Erupt On Two Fronts <i>Hostile Deals Emerge In Pharma And CRO Sectors</i> Second Quarter 2008 M&A Results <i>Health Care Makes Strong Showing Despite Economic Jitters</i> Venture Capital Continues to Flow, Slowly <i>Investors Honing Strategies To Efficiently Fund And Sustain Portfolios</i> Quarterly Results Reflect Six Quiet Months <i>Q2:08 Health Care Venture Capital Totals Are At A Three-Year Low</i>
August	The Health Care M&A Report - Second Quarter The Biotech Boom Continues <i>Sixteen Deals Announced Worth \$50.0 Billion</i> Willkommen, Bienvenue, Welcome <i>Foreign Buyers Dominate Recent M&A Market</i> For Some, Public Equity a Buyer's Market <i>IPO Window Opens Just A Bit, For Specialty Health Care Services</i> Two Health Care Investment Funds Close <i>New Firms Receive Capital Commitments Totaling \$825 Million</i>
September	Deals and Dealmakers August's Health Care M&A Market <i>Seventy-Seven Deals Announced Worth \$9.8 Billion</i> CSL Buys Talecris Biotherapeutics <i>Pays \$3.1 Billion To Bolster Plasma Derivatives Business</i> Central Nervous System Products Draw Funds <i>Venture Capital Investments Stoke Development of Drugs, Devices</i> E-Health in the Venture Capital Spotlight <i>Information Technology And Web-Based Solutions Attract Funding</i>
October	Third Quarter 2008 M&A Results <i>251 Deals Announced Worth \$88.7 Billion</i> M&A Meets The Credit Crunch <i>Turmoil In Market Sparks Creativity To Get Deals Done</i> Health Care IT Getting Attention, Funding <i>Market Forces And Regulatory Changes Stimulating Implementation</i> Q3 Most Active Yet in 2008 for Healthcare VC <i>Plus, Ernst & Young Medical Technology Team Describes Ongoing Activity</i>
November	The Health Care M&A Report - Third Quarter Glaxo Goes On A Buying Spree <i>New CEO Makes His Mark By Making Deals</i> Gazing Into The Crystal Ball <i>What M&A Might Look Like Under The New Administration</i> Health Care Venture Capital Holding Firm <i>Financial Crisis Rocks Market, While Venture Investing Continues</i> Publicly Traded Biotech's Brance for Bumpy Ride <i>Private Placement Activity Has Slowed, Financing Options Are Dwindling</i>
December	Generic Pharma Consolidates <i>Cross-Border Activity Grows to Access Global Markets</i> Health Care's Big Spenders in 2007 <i>46 Buyers Each Spent \$1.0 Billion or More on M&A</i> Venture Capital Deals in 2008 <i>Health Care VCs See Steady Stream Of Funding</i> New Funding for Drug Delivery <i>Zosano Attracts More Capital for Development</i>