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NATIONAL INVESTMENT CENTER ANNOUNCES NEW MISSION

Organization Slightly Alters Name to Respond to Growing Industry Stature

Annapolis, Md. - After 15 years of operation, the National Investment Center for the Seniors Housing & Care Industry (NIC) - a leading source of industry data and business resources, as well as the host of the most well-attended annual conference for industry executives - has changed both its mission statement and name.

"Our new mission statement better reflects what NIC has become," said Robert G. Kramer, NIC president. "Although we still are - and will always be - capital focused, our emphasis has shifted beyond simply 'stimulating capital' to one of providing data and insights based on the data, so that the seniors housing and care industry has the information it needs to make wise investment decisions."

The former mission statement focused on facilitating efficient capital formation. The new one is: "To advance the seniors housing and care industry by facilitating informed investment decision-making and providing excellence in networking, professional education, and research."

Kramer explained that for capital providers this means having benchmarking data that helps make the industry "transparent," and thereby improves investment decision-making. For operators, it means having timely information available to help them stay competitive or decide whether to acquire or expand their operations.

In addition to the change in mission, the organization has also slightly altered its name from "National Investment Center for the Seniors Housing & Care Industries" to "National Investment Center for the Seniors Housing & Care Industry." "This change acknowledges the growing standard of referring to the seniors housing and care industry in the singular, despite the distinct property segments," said Kramer, "and thereby, strengthening the industry's position as a unique sector alongside other commercial real estate asset classes." Along with the new name, a new NIC logo has been created with a more contemporary feel.

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