

For Immediate Release

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The Highland Group Launches New Web Site

BOULDER, Colo.—October 31, 2008—The Highland Group, a health care consulting firm for senior housing owners, operators, lenders and developers, launched its new Web site at www.thehighlandgroupinc.com. The Web site has a new design, photos, downloadable archived newsletters, an e-newsletter sign-up, useful Web links and customer quotes. The Highland Group provides marketing knowledge and insight on creating and operating successful senior housing properties.

Principal Elisabeth Borden is an avid student of consumer trends and preferences with more than two decades of experience working with senior communities. Borden has been a developer and manager of assisted living communities; regional operations and marketing director for more than 20 senior living properties; developer of home-based services and programs; and planner, market researcher and marketing consultant for more than 80 clients.

For more information please visit the Highland Group Web site at www.thehighlandgroupinc.com or send an email to info@thehighlandgroupinc.com.

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