MASONICARE NEWS
FOR IMMEDIATE RELEASE

Masonicare of Wallingford Makes a Few Name Changes

Wallingford, CT, December 29, 2008………Masonicare announces that effective January 1, four of the eight Masonicare affiliates that make up the organization's continuum of care will have new names as they begin the new year. Masonicare, whose roots date back to 1895, is Connecticut's leading not-for-profit provider of senior healthcare and retirement living communities.

"We've grown from a single 'home and hospital' in Wallingford to a statewide organization, open to all, with two campuses and several VNA branches," says Stephen B. McPherson, president and CEO of Masonicare. "Many people don't realize that Connecticut VNA has been a Masonicare affiliate for more than 10 years, and in addition to visiting nurses, also provides physical therapy, hospice care and more." He also noted that Ashlar of Newtown has been part of the Masonicare continuum for 25 years.

The name modifications are:

- Connecticut VNA will become *Masonicare Home Health & Hospice*

- Ashlar of Newtown will become *Masonicare at Newtown*

- Ashlar Village will become *Masonicare at Ashlar Village*

- Masonic Healthcare Center will become *Masonicare Health Center*

Connecticut VNA Partners, a collaboration between Masonicare and St. Francis Hospital & Medical Center in Hartford, will be known as *Masonicare Partners Home Health & Hospice*, effective February 1.

The following affiliate names will *not* change: Masonicare At Home, Masonicare Primary Care Physicians, Masonicare Behavioral Health, and The Masonic Charity Foundation of Connecticut.

Margaret Steeves, Masonicare's vice president for marketing, notes, "We know from our field work that Masonicare has an outstanding reputation among seniors and in the healthcare community. These name changes will reinforce the Masonicare brand as a familiar name that families have come to know and trust."

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