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**Smart Living 360 Founder and CEO Ryan Frederick to be Featured Speaker at
National Investment Center for Senior Housing and Care's
25th Annual NIC Conference**

Baltimore, Md. (September 23, 2015) – Smart Living 360 Founder and CEO Ryan Frederick has been invited to be a featured speaker at the National Investment Center for Senior Housing and Care's (NIC) upcoming 25th Annual NIC Conference. The annual conference brings together seniors housing and care leaders and connects both capital providers and owners and operators.

Ryan Frederick will give a presentation titled, "Redesign Main Street. Get Rid of Shady Acres," on Wednesday, September 30th during the 5 to 6 pm block as part of the conference's NIC Talks series. NIC Talks are a series of individual 12-minute talks designed to spark conversation about the future of aging. The talks will be given by both insiders within the senior housing industry and outside innovators who are developing solutions that challenge the status quo for senior care. Each speaker will offer his or her proposals for what will revolutionize the aging experience in the next 10 years as the first baby boomers turn 80 in 2026.

For Mr. Frederick, he believes that the first step in revolutionizing the aging experience is through the creation of innovative housing solutions that focus on well-being. That is why he founded Smart Living 360, a real estate development and operating company focused on delivering innovative living experiences with a particular emphasis on well-being. Created in conjunction with Federal Realty Investment Trust (NYSE: FRT), the company's first community, [The Stories](#) at Congressional Plaza, in the Washington D.C. metro market has garnered national attention.

There is a worldwide need for better and more housing options like The Stories for older adults. Currently, people 65 and older account for 14% of the U.S. population; by 2040, they will account for more than 21% of the population. (Source: U.S. Administration on Aging) Part of this growth is fueled by an increase in life expectancy. According to a recent Urban Land Institute report, healthy 65 year olds actually have a life expectancy of over 90.

“People are living longer than ever before. I founded Smart Living 360 for people who wish to lean into new opportunities associated with increased longevity,” said Mr. Frederick. “I firmly believe that we are on the cusp of new ways of living and being for literally millions of people. We need to create better housing options for aging baby boomers. And these new housing communities must offer an integrated, socially connected environment with people from all ages and stages.”

Mr. Frederick’s NIC talk will expand upon this theme of intergenerational communities focused on well-being. He posits that people can avoid isolation that comes either with living alone in a single family home or in age-restricted housing distant from other groups of people by creating inspired homes in intergenerational, walkable and mixed-use neighborhoods. Such environments benefit from advantages of location, an attractive operating model and superior design elements built to support health and well-being. With these new models, people can trade isolation for a deeper sense of connection.

“Ryan is what we like to call an ‘outside disruptor’”, says NIC CEO Robert Kramer. “He’s disruptive in the positive sense of the word: his ideas could be a catalyst for revolutionizing and improving the aging experience. Ryan and the other ‘outside disruptors’ who will be presenting NIC Talks offer ideas that are intriguing, challenging and provocative.”

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About Ryan Frederick

Ryan Frederick is a thought leader, innovator and entrepreneur in housing and services for older adults. Mr. Frederick has held leadership roles with leading Seniors Housing operating companies, investment firms and has provided strategic consulting services to organizations ranging from Fortune 500 companies to single-site not-for-profit entities. He is a frequent panelist, speaker and instructor and has authored white papers that have circulated widely within the industry, including “Making Innovation Work” which is published in the 2015 Seniors Housing & Care Journal. Mr. Frederick is the Founder & CEO of Smart Living 360, a real estate development and operating company focused on delivering innovative living experiences with a particular emphasis on well-being. The company’s first community, The Stories at Congressional Plaza, in the Washington DC metro market has garnered national attention. Mr. Frederick holds a BSE degree in Electrical Engineering from Princeton University and an MBA from the Stanford Graduate School of Business.

About Smart Living 360 (www.smartliving360.com)

Smart Living 360 is a real estate development and operating company focused on delivering innovative living experiences with a particular emphasis on well-being. We believe that many people wish to rewrite the standard life course, opting for a life of ongoing engagement, purpose and growth. Leaning on principles of connection, access and simplicity, we create inspired homes in walkable, intergenerational mixed-use urban and suburban areas.

Created in conjunction with Federal Realty Investment Trust (NYSE: FRT), the first Smart Living 360 community, The Stories at Congressional Plaza in Rockville, MD (www.thestories.com), will open in early Spring 2016.

About the NIC Conference (www.nicevent.com)

For nearly 25 years, the National Investment Center for Seniors Housing & Care (NIC) has been committed to advancing the quality and availability of seniors housing and care options for America's elders — the demographic cohort of age 75-plus totaling 19.2 million and a sector with a market value of approximately \$330 billion — through research, education and increased transparency that facilitate informed investment decisions, quality outcomes and leadership development in seniors housing and care.

The annual NIC National Conference brings together seniors housing and care leaders connecting both capital providers and owners/operators. This year's 25th conference will recognize how much seniors housing and care has changed in terms of capital flow, market trends, operator sophistication, product evolution and investor interest. The conference will also focus on "The Next 25...," including 2026, when the first Boomers turn 80 and beyond.