NEWS RELEASE

Chartwell Launches New Phase of Brand Campaign

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MISSISSAUGA, ON --(Marketwired - March 07, 2016) - Chartwell Retirement Residences ("Chartwell") (TSX: CSH.UN) announced today the launching of a new phase of it Make Us Part of Your Story, a brand awareness campaign focused on sharing the unique life stories of Chartwell residents and staff. With a goal of inspiring others to share their own distinct narratives, the new phase builds upon previous campaigns by including first-person accounts of a resident couple, as well as adult children and their parents.

"We wanted to highlight other individuals who play a central role in the lives of our residents -- their loved ones," says Maxime Camerlain, Vice President, Marketing for Chartwell. "The authentic perspectives and genuine sentiments of spouses and adult children offer a new and poignant account of what life is truly like for our residents -- both past and present."

The new phase of the integrated campaign includes national television commercials featuring residents and their loved ones, including spouses and adult children, as well as several videos that will be broadcast online in various formats, including on Chartwell's website **www.chartwell.com**. Alfred Communications, the Quebec-based advertising agency spearheading the initiative, conducted the in-person interviews, getting a rare glimpse into the personal histories of residents and the people that matter most in their lives.

"We were inspired by how well people responded to the first two phases of the campaign which featured fascinating resident and staff stories," says Jean-Francois Bernier, Creative Director and President of Alfred. "Focusing on spouses and the adult child was a natural progression and one that offered an authentic and fresh perspective for our audience."

The campaign will conclude with Chartwell's National Open House event on April 24, inviting the community into its

residences to learn more about the benefits of retirement living.

About Chartwell Chartwell is the largest owner and operator of seniors housing communities across the country, from independent supportive living through assisted living to long term care. Our vision of Making People's Lives BETTER is more than just a phrase; it is a brand promise that we consider to be our highest priority. For more information, please visit **chartwell.com**.

About Alfred Alfred creates category-shifting campaigns that generate serious buzz on behalf of brands. The agency is recognized as one of the best agencies in Québec and has been honoured with many creative and marketing awards. Located in Montréal, Alfred is known to deliver campaigns that leave their indelible mark on the collective imagination for a fraction of the media buy. Learn more at Alfred.ca

FOR FURTHER INFORMATION PLEASE CONTACT:

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