

News Release

Contacts:

Katie Welch Peterson

612/720-9374

katiep@newsworthycommunications.com

AgeWell Founder and CEO Joel Theisen Named Finalist in the Ernst & Young Entrepreneur Of The Year® 2011 Upper Midwest Awards Competition



EDINA, MN, MAY 10, 2011 – Joel Theisen, Founder and CEO of Edina, Minnesota-based AgeWell has been named a finalist in the Ernst & Young Entrepreneur Of The Year® Upper Midwest awards competition. Finalists were selected by an independent judging panel made up of previous winners of the award, leading CEOs, private capital investors and other regional business leaders. Joel will be officially honored during a gala on June 15 at the Frontier Center in Milwaukee, WI.

“It is a true honor to be among a group of such talented individuals. The Entrepreneur of the Year Award is one of the most prestigious business honors in the world,” says Joel. “I’m even more thrilled to have the chance to tell the story of AgeWell and how it addresses the overwhelming need to change the way this country cares for its seniors.”

According to Kevin Klimara, Ernst & Young partner, and program director for the Entrepreneur of the Year of the Upper Midwest Program, the role of the entrepreneur has never been more vital than it is today. Economies around the world are fueled by the vision and innovation of entrepreneurial business like AgeWell.

One of the fastest growing companies in the Twin Cities, AgeWell has experienced double-digit growth since its founding in 2004, and last year grew more than 50%. The company is the leading provider of Life Care (a unique geriatric care management model) in the metro, and is becoming a national catalyst to empower seniors and

support them in avoiding the roller coaster of health care crises by using a comprehensive life plan to age well. The company also doubled the number of its employees in 2010, and is on track for double-digit growth again this year.

Life Care is an architecture that enables seniors to connect to their goals for aging well. The Life Care approach involves first helping people explore and assess their needs and wishes, then working with them to prioritize goals and addressing immediate needs, laying out the plan to reach their goals, and finally assisting them in achieving their goals.

According to Theisen, AgeWell's driving goal is to change the way this country cares for seniors and to affect the experience of more than 5 million people by the year 2020.

Known as a business innovator, Theisen was named one of the 40 under 40 in the Twin Cities in 2007 and has also been consistently recognized by the media as an outstanding entrepreneur and community activist. Joel has over 20 years of experience in the healthcare industry with specific expertise and focus in home and community-based elder care.

About the Ernst & Young Entrepreneur of the Year Program

The Upper Midwest region includes companies based in Wisconsin, Minnesota, North Dakota and South Dakota. Celebrating its 25th anniversary, the Entrepreneur Of The Year Program honors entrepreneurs regionally in June, leading up to the national awards in November in Palm Springs, California.

Ernst & Young Entrepreneur Of The Year is the world's most prestigious business award for entrepreneurs. The unique award makes a difference through the way it encourages entrepreneurial activity among those with potential, and recognizes the contribution of people who inspire others with their vision, leadership and achievement. As the first and only truly global award of its kind, Entrepreneur Of The Year celebrates those who are building and leading successful, growing and dynamic businesses, recognizing them

through regional, national and global awards programs in more than 140 cities in more than 50 countries.

About Ernst & Young

Ernst & Young is a global leader in assurance, tax, transaction and advisory services. Worldwide, our 141,000 people are united by our shared values and an unwavering commitment to quality. We make a difference by helping our people, our clients and our wider communities achieve their potential.

For more information about the organization, please visit www.ey.com.

For interview opportunities, please contact Katie Welch-Peterson at 612-720-9374. To learn more about AgeWell, go to: www.agewellhomecare.com

About Joel Theisen and AgeWell

AgeWell is the leading Life Care provider (a unique geriatric care management model) in the Minnesota market having achieved double-digit growth year over year and growing by more than 50% in 2010 to revenue of almost 14 million. However, revenue is not how Founder and CEO Joel Theisen measures success. Instead, Joel is focused on making sure AgeWell continues to transform the way this country cares for seniors.

Joel has more than 20 years of experience in the healthcare industry with specific expertise and focus in home and senior care. Prior to launching AgeWell, Joel served as Chief Executive Officer for AdvoLife, Inc. AdvoLife was a home care and senior services company based in San Jose, California. Joel's leadership grew the company to over \$10 million dollars in annual revenue, providing industry leading services to people needing support in 5 metropolitan areas.

Joel founded AgeWell in 2004 with just \$525,000 gathered from friends and family. He set his sights on creating a new business category "life care." It all started from Joel's concentration on what he saw as the issues and challenges that people faced as they grew older. The consumer's perspective consumed him: How could the experience be different? Too often Joel saw seniors on a roller coaster -of one health crisis after

another that became a cascade of recurrent issues due to our disconnected, reactive, and highly specialized model of health care in this country. He was determined that there had to be a better way that was both cost-effective and more importantly produced better outcomes for the seniors involved. Joel's measure of success: the sparkle needs to be back in the senior's eyes. It is not enough to help them reach an optimal state of health, they need to be living purposefully and in control.

Today AgeWell's Life Care Management model has a strong foothold and the promise of tremendous opportunity due to the burgeoning aging population, people disenfranchised with the current aging experience, and the demand for health care reform with better outcomes at lower costs.

Over the last 15 years, AgeWell has continually evolved and refined its Life Care model, designing it specifically to empower seniors and support them in avoiding the roller coaster of health care crises. In addition, AgeWell services work to improve the lives of the people surrounding each senior including the AgeWell employees who are passionate and committed to AgeWell's vision.

During AgeWell's birth Joel often said "it's all about the people." The soul of AgeWell is its commitment to creating employees, clients and partners for life. Authentic and long term relationships prevent AgeWell from falling into a silo, stretch its thinking, challenge its assumptions and expand its capabilities.

AgeWell believes in investing in its employees and the community. As a result, the company's efforts have inspired others to give back as well. Joel has built a program called AgeWell Wishes that implements a methodical practice encouraging AgeWell Life Care Managers to set up and grant at least two AgeWell Wishes per month, which translates into about 100 wishes annually. These wishes enable AgeWell clients to achieve or participate in a personal goal or passion like dancing, singing, driving through the country in a convertible and so much more. AgeWell donates time, services and funds and engages the support and donations of other companies and providers to make the wishes come true.

AgeWell's strong legacy of community philanthropy and support also includes working with and actively supporting the ALS Foundation, Honor Flight, Allina Health, Allina Hospice, the Citizens League, the Minnesota Home Care Association, the Minnesota Aging Services, Feed the Starving Children, and local chambers of commerce and rotaries.

AgeWell Housing Solutions is another example of how the company gives back to the community, providing free services, using AgeWell's Life Care approach, to help seniors identify their best fit senior housing options from the more than 400 senior living options in the Twin Cities metro.

Joel recognizes that AgeWell's culture is vital to the company's ability to sustain its model and expand the company while maintaining operational integrity. AgeWell's practices, culture and leadership bring its values to life in very real and tangible ways.

For interview opportunities, please contact Katie Welch-Peterson at 612-720-9374. To learn more about AgeWell, go to: www.agewellhomecare.com

###