

Announcement

FOR IMMEDIATE RELEASE:

**Revera Announces Appointment of Krystyna T. Hoeg
to the Board of Directors**

TORONTO, Canada, October 14, 2014 – Revera Inc., a leading provider of seniors' accommodation, care and services, today announced the appointment of Krystyna T. Hoeg as a member of its Board of Directors.

"We welcome Krystyna to the Revera Board and I look forward to working with her," said Neil Cunningham, Chair of Revera's Board of Directors. "Krystyna is a transformational leader and a highly seasoned executive with significant board experience in both the not-for-profit and public sectors."

Ms. Hoeg, a chartered accountant, held progressively senior positions prior to being appointed President and CEO of Corby Spirit and Wine Limited, a position she held from 1996 – 2007. Currently she serves as Corporate Director at Canadian Pacific Railway, Imperial Oil, Samuel Son & Company and Sun Life Financial. She is also Vice Chairman of Toronto East General Hospital's Board of Directors and formerly served on several other boards, including St. Michael's Hospital Foundation, Shoppers Drug Mart, Green Shield Canada and Cineplex Galaxy Income Fund.

"Krystyna's experience in providing strategic advice to numerous global organizations is a welcome addition to Revera as we enter the next chapter for our company," said Thomas Wellner, President and CEO, Revera. "In her decade at Corby she led the company to significant growth in both brand reputation and market share—we're looking forward to her insights as we work toward those same goals."

In addition to her CA credentials, Ms. Hoeg holds a Bachelor of Science from McMaster University, and a Bachelor of Commerce and a Masters of Science from the University of Windsor

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About Revera Inc.

Revera is a leading provider of seniors' accommodation, care and services; built on a 50-year history of helping seniors live life to the fullest. Our 28,500 dedicated employees continually strive to serve a diverse group of clients and to offer choices to meet their individual preferences. With 227 sites across Canada and parts of the U.S., we work to enhance lives in our retirement communities, long term care homes, U.S. nursing and rehab centres and through the provision of home health services. Canadian-owned and operated, Revera serves approximately 28,000 clients every day, with the core values of respect, integrity, compassion and excellence at the heart of our business. Find out more about Revera at www.reveraliving.com, on facebook.com/Revera.Inc or on Twitter @Revera_Inc.