

Dear Friend,

We are excited to announce that Primrose Retirement Community of Tyler, Texas, is now under construction. We are located at 2780 Three Lakes Parkway, and after a tremendous amount of research and planning, we are very excited to be a part of your community!

We feel very strongly that Primrose will prosper here because we embrace a philosophy that always puts the needs of our residents first. We have been building on this philosophy since 1989 and you will see it reflected in the caring professionalism of our staff, in the architectural design and careful maintenance of our buildings, and in the joy on the faces of those who choose to call Primrose their home. Our aim is to provide a comfortable, convenient, secure and enjoyable environment. We want to help seniors enjoy a happy, healthy lifestyle and the Primrose theme, “This is Living,” represents this belief.

While we are certainly proud of our business, we also want to contribute to your community. We look forward to welcoming your brightest and best into the Primrose family as valued staff members. We also look forward to participating in the many great events, activities and charitable efforts found in Tyler – and we hope to make many new friends along the way.

Sincerely,



*Jim Thares*  
Founder and CEO



*BJ Schaeffbauer*  
President



*Mark McNeary*  
General Counsel



*Brian Morgan*  
Director of Finance

*this is living!*