

NEWS RELEASE



Waterford at Harwood Groves

FOR IMMEDIATE RELEASE

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Waterford at Harwood Groves to become Touchmark at Harwood Groves later this year

FARGO, N.D. – Waterford at Harwood Groves — a Touchmark community — has announced that it will change its name later this year to Touchmark at Harwood Groves. Because Waterford already is part of the Touchmark family, everything but the name will remain exactly the same. The ownership and management remain unchanged.

For decades, Touchmark has supported two brand names: Waterford and Touchmark. The company's first six retirement communities were named Waterford because of the strong association with fine quality and craftsmanship. Today, though, the name Waterford no longer is unique and has numerous uses. As the company turned 30, the Touchmark senior management team, with input and support from Waterford executive directors, made the decision to use the Touchmark name for all of its communities and affiliates.

“We are very excited to broaden Touchmark's use,” says Waterford Executive Director Kari Dick. “Touchmark is a registered/trademarked name with 30 years of experience, and we're proud of it.”

The name change will be phased in throughout the year.

Waterford at Harwood Groves opened in 1998 and recently completed a \$13 million expansion and remodel. The retirement community offers a range of homes and lifestyles. An on-site health and fitness club is open to anyone over 40 and features a variety of fitness options. For more information, visit WaterfordFargo.com.

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