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New Publication Helps Baby Boomers Find Ideal Housing in Retirement Hot Spot

After 55™ Housing and Resource Guide Launches in Seattle

NORFOLK, Va. (September 5, 2008) — Seattle Baby Boomers and older now have a new publication to help them meet their housing needs. For Rent Media Solutions™, a leading apartment resource for searching [apartments](#) nationwide, and a division of Dominion Enterprises, has launched *After 55 Housing and Resource Guide* in Seattle, the nation's second best market for apartment living according to the 2008 National Apartment Index. The magazine, which helps consumers find housing and resources specific to their needs, hit news stands Monday.

“Marketers are definitely taking note of the impact Baby Boomers have on our society,” says Terry Slattery, vice president and general manager, For Rent Media Solutions. “At 78 million strong, these sophisticated consumers are changing the way we in the multi-housing industry cater to this growing market. Through *After 55 Housing and Resource Guide*, we are presenting Baby Boomers and older with a variety of housing choices that work best with their lifestyle.”

After 55 Housing and Resource Guide is a niche publication that reaches out to Baby Boomers who are planning their retirement, aging adults, and adult children who are researching housing options for their parents. The magazine powers SeniorOutlook.com and offers a variety of housing options ranging from apartments and independent living to assisted living and continuing care retirement communities.

“Seattle is a market that is becoming more and more appealing to Baby Boomers and older,” says Robyn Epps, national director of sales and development for *After 55 Housing and Resource Guide*. “According to the Census data, 30 percent of Seattle’s population in 2007 was age 50 or better. With 245 skilled nursing and assisted living facilities counted last year, Seattle is a great place for the aging adult as well.”

As a monthly publication, *After 55 Housing and Resource Guide* is available in 800 locations throughout Seattle. The magazine is located in high traffic areas like Safeway™, Top Food & Drug, Winco, Sam’s Club®, Denny’s®, and Shari’s®, in addition to senior centers and hospitals.

Learn more about *After 55 Housing and Resource Guide* and housing options for adults 55 and older, including apartments, independent and assisted living and continuing care retirement communities, by logging on to <http://www.senioroutlook.com>.

(more)

About *After 55 Housing & Resource Guide*

After 55 Housing & Resource Guide is owned and operated by For Rent Media Solutions, a division of Dominion Enterprises. As a one-stop housing resource for the adult age 55 and older, *After 55 Housing & Resource Guide* serves all the housing needs of this vast demographic. The publication is geared towards baby boomers planning their retirement, aging adults, and adult children who are researching housing options for their parents. The publication complements SeniorOutlook.com, the online housing and resource guide, and can be found in various locations in major cities across the nation, including, Atlanta, Columbus, Minneapolis, Orlando, Phoenix, San Diego, Sacramento, Salt Lake City, San Francisco, Seattle, South Florida, Tampa.

About For Rent Media Solutions™

Headquartered in Norfolk, Va., For Rent Media Solutions is a division of Dominion Enterprises. As the multi-family housing solution for apartment seekers, property/apartment managers and owners, For Rent Media Solutions provides superior products, outstanding customer service, and tangible results. For Rent Media Solutions is a leading resource for choosing your next [apartment for rent](#), townhouse, condo, duplex, efficiency, studio or loft and provides a free customizable [apartment search](#) from more than 50,000 apartment listings nationwide. For Rent Media Solutions operates *For Rent Magazine*®, as well as *ForRent.com*™-*The Magazine*, and publishes 97 magazines covering more than 190 markets nationwide, including *After 55*™ *Housing & Resource Guide*, and *Apartamentos Para Rentar*®. For Rent Media Solutions operates four additional Web sites: ForRent.com®, SeniorOutlook.com™, CorporateHousing.com®, ParaRentar.com™. For Rent Media Solutions is a company dedicated to the needs of the apartment industry, bringing prospective residents and apartment communities together.

About Dominion Enterprises

Dominion Enterprises, a division of Landmark Communications, is a leading marketing services company serving the automotive, real estate, apartment, recruitment and marine markets. The company operates a variety of businesses that offer Internet marketing, Web site design and hosting, lead generation, CRM, and data capture and distribution services. The company has more than 40 market-leading Web sites reaching more than 12.5 million unique monthly visitors, and more than 500 magazines with a weekly circulation of over 5 million. Headquartered in Norfolk, Va., the company has nearly 6,000 employees nationwide and annualized revenue of more than \$946 million. For more information, visit <http://www.DominionEnterprises.com>.

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