

United Methodist Services for the Aging +

Subsidiaries:
Asbury Foundation
Asbury Health Center
Asbury Place
Wesley Hills

Barbara Gerber, President
Devon Hill Associates
1535 El Paso Real
La Jolla, CA 92037

Dear Barbara:

I'm sorry that this letter has been so long in coming. My explanation (not an excuse!) is how busy it has been lately. But, at long last, here it is.

Asbury Villas, our new, seventy-six unit assisted living project is, in my opinion, off to a strong start. Our census, currently at 23, is ahead of our initial fill-up target. Additionally, at our official Ribbon Cutting Ceremony held last week, there was nothing but praise for the facility. The turnout for that event, and a donor recognition event held immediately following the ribbon cutting, was overwhelming.

Barbara, the work of Devon Hill Associates, both yours and that of Dr. William Neff, contributed greatly, I feel, to our success. Specially, your handling of the following critical items was instrumental in our early successes and will undoubtedly continue to contribute benefits as time goes on:

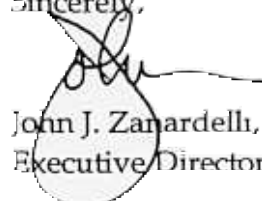
- Marketing research including an exhaustive competitor analysis;
 - Focus groups with synthesis and summary of the results;
 - Market positioning to include the establishment of price points and market plan documentation;
- Through Dr. Neff, the completion of a sales plan and the training of our sales force; and
- Your review of our ad campaign with constructive suggestions for improving the collateral material.

Ever since our graduate school days, I have known you to be a person of high standards, always striving to achieve the optimal result. Your work with us continued that legacy.

Devon Hill Associates was an integral and instrumental element in a successful project launch. The investment reaped and will continue to reap, positive returns.

I enjoyed working with you on this project.

Sincerely,



John J. Zanardelli, FACHE
Executive Director and CEO

JJZ/ab