



Áegis Living Hires Ex-Starbucks Marketing Chief as New CMO

Redmond, WA (July 28, 2010) – [Aegis Living](#), a national leader in [senior living](#) and [assisted living communities](#), is pleased to announce that Judy Meleliat has joined the company as Chief Marketing Officer. In this role, she will lead all sales and marketing efforts for the company’s 35 senior living communities in Washington, California and Nevada.

“Áegis Living is extremely pleased to have Judy Meleliat join our team” says Áegis Living founder and CEO Dwayne Clark. “With her broad range of talent and experience, Judy’s sound strategic sense will help drive the company’s future growth and success.” “We continue to search outside the senior housing industry for leaders who will bring new ideas and success to Aegis Living.”

Meleliat’s vast experience includes overseeing marketing for all of Starbucks in the position of Senior Vice President of Marketing. In this leadership role she directed Starbucks’ corporate brand strategy and product brand positioning. She led their first ever integrated, domestic advertising campaign to improve brand awareness and executed Starbucks’ Europe market entry strategy among many other achievements.

Meleliat spent a number of years in charge of sales and marketing for Egghead Discount Software as well as other technology focused businesses. Recently she held the role of Chief Marketing Officer for In Spa.

“Áegis Living’s success and commitment to the highest quality services and care in the industry attracted me to this position,” says Meleliat. “I’m very excited to be joining the Áegis family. This is an incredible group of people with an obvious passion for taking care of their residents and their employees.”

Meleliat holds a Bachelor of Science from the University of Illinois, Champaign-Urbana, Illinois.

About Aegis Living

Aegis Living is a national leader in retirement and assisted living, offering a progressive selection of senior residences to meet the growing needs of today’s aging population. Providing the finest in senior lifestyle and living options available, “We’re the people who make life better” emphasizes health, quality of life, well-being and community. Aegis Living is guided by a simple philosophy: strive to treat all people with the highest possible standards. Founded in 1997 and headquartered in Redmond, Washington privately held Aegis Living operates 35 communities in Washington, California and Nevada. Additional information about Aegis Living and its services are available at www.AegisLiving.com. Follow us on Twitter @aegisliving and Facebook at <http://www.facebook.com/AegisLiving> .

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