

We believe *life* should  
improve *with* age.

# Allow us to introduce ourselves.



We're Senior Resource Group—SRG. For over 35 years, we've been developing and operating award-winning senior living communities throughout the United States. Although we're known for our distinctive designs and innovative amenities, it's common knowledge to everyone who lives and works with us that SRG senior living communities are fueled by our passion. We're truly driven by the desire to create environments that enhance the quality of people's lives.

Our success is rooted in the idea of hospitality. But it goes beyond just being well mannered. We strive to take care of our residents and our employees in a way that brings the two together as one extended family.

We work tirelessly to anticipate the future. At SRG, our residents tell us everything we need to know about who they are and how they want to live; and their input guides us in everything we do.

Ultimately, the SRG lifestyle is all about choice and independence. It's about savoring the daily experiences of life and cherishing connections—now, and into the future.



# Your comfort is our passion.



We put people first in everything we do, from the day-to-day living experiences of our residents to creating the best communities and working environments possible.

And, while we pride ourselves on the daily delivery of quality service, it's the elevation of hospitality to a new level—an innovation we call Genuine Hospitality—that truly sets SRG apart. Our residents are neither guests nor strangers; they are the constant that defines our communities—where exceptional service is delivered by a dedicated group of people who truly believe our residents well-being and quality of life is their personal responsibility.

At SRG, our goal is to create comfortable, service-enriched environments that encourage residents to choose, to express themselves, and to live fully.

## A blueprint for living well.



At SRG, we embrace wellness as a way of life. Healthy living means so much more than just exercise and nutrition; it's a person-centered approach that focuses on meeting the needs of the individual as a whole. Ours is a comprehensive philosophy that addresses the physical, emotional, intellectual, social, spiritual, and vocational well-being of our residents.

We recognize that mind, body, and spirit are all interconnected, so we've made it our goal to strengthen those connections through a robust offering of supportive programs, services, and amenities. By taking a holistic approach to wellness, we can provide a customized program for

each individual that includes nutrition and fitness opportunities, exercise classes, preventative health workshops, wholesome dining options and the knowledge, resources, and motivation to create a personalized blueprint for living well. Additionally, we encourage community members to work together to set goals, support progress, and celebrate and reward achievement.

By integrating all six areas of wellness, SRG communities promote healthy living and encourage residents and staff alike to lead balanced, productive lives.

## When needs change, we're ready.



Our residents and their families will also find comfort in knowing that even if their needs change, their address doesn't have to. Should the necessity for care arise, they'll find a thoughtful and comprehensive menu of programs and services available on-site to meet their individual requirements today and tomorrow.

Here, a personalized program of care, provided in the comfort of their home, affords residents the freedom and independence to live life as they choose. And, as their needs may grow and change, our Director of Assisted Living and licensed professional staff are there to provide the services required to meet those needs each and every day. For those requiring specialized Alzheimer's Disease/Dementia care services, Enliven™—our creative and adaptive memory care helps residents feel more connected and as independent as possible by focusing on their strengths and abilities, not impairments.

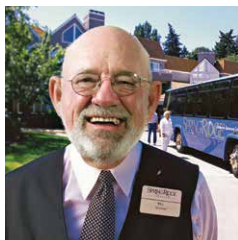
# Seeking a higher standard.



We take the health of our residents seriously, which is why we pursued accreditation. In 2004, SRG became the first major senior living provider in the U.S. to earn across-the-board accreditation of its eligible communities by the Commission on Accreditation of Rehabilitation Facilities, or CARF. Throughout North America and Western Europe, CARF is recognized as the leading independent accreditation body for providers of health and human services. Even though federal and state guidelines don't require licensed senior living communities to be accredited, we think it's an important distinction.

As part of our promise to you, SRG's accredited retirement communities will continue to voluntarily participate in CARF's accreditation process to ensure our programs and services maintain their measurable quality standards.

# More than a service. A privilege.



On a whole variety of fronts, from high tech to high touch, we do everything we can to engender a reassuring sense of comfort and understanding for our residents and their families as needs arise. We are honored to have the opportunity to make a difference in the lives of those we touch—our residents, their family members, and our employees.

We like to say that life should improve with age. After more than two decades in the business, it's certainly been true for us. It's our job to make sure our residents—and team members—feel the same way.

# PENINSULA DEL REY

AN **SRG** SENIOR LIVING COMMUNITY



Discover Peninsula Del Rey—a brand-new retirement address serving the greater San Francisco area. This is retirement living the way you always imagined it to be—with all the features and amenities you could hope for, a sophisticated blend of comfort, style, fine dining and endless social opportunities, and a dedicated, professional staff available 24 hours a day.

[PENINSULADELREY.COM](http://PENINSULADELREY.COM)

## WELCOME TO PENINSULA DEL REY

*Located just minutes from all the arts and culture of downtown San Francisco, Peninsula Del Rey enjoys a convenient close-to-it-all coastal setting where upscale, resort-style retirement living awaits you.*

*Here, you'll experience a service-enriched, maintenance-free lifestyle in the comfort of your own private residence where opportunities abound for living a fully engaged life.*

*Whether it's a late morning shopping trip, lunch with friends, or an evening out at the Symphony with fellow residents—our curb service transportation will ensure you arrive in comfort. And, when your schedule calls for dining in, our Crown Room restaurant and menu of savory delights will be ready to serve you 12 hours daily. You'll find each day brings with it a new opportunity for inspiration, renewal and rejuvenation.*

*Plus, with a comprehensive menu of licensed assisted living programs available onsite, you'll enjoy the peace of mind of knowing that should your needs change, our caring and professional staff will be there to meet those needs, now and in the future.*

*Discover for yourself the comfort and convenience of luxury retirement living at Peninsula Del Rey.*





## DISCOVER RETIREMENT LIVING AS IT WAS MEANT TO BE

Your days at Peninsula Del Rey can be as full—or relaxed—as you wish. Rise early and enjoy breakfast on the courtyard. Play a round of golf at the nearby Cypress golf course. Join friends for lunch and an afternoon matinee or afternoon lecture as part of the life-long learning series. Or, perhaps even a trip downtown to catch the symphony or a ballgame. At Peninsula Del Rey, it's always your choice.

- The Crown Room Restaurant
- The Pierce Street Cinema
- Internet Lounge
- Library
- Heated Outdoor Spa
- Beauty/Barber Salon
- Fully-equipped Fitness Center
- Landscaped Outdoor Courtyards
- Pacifica Multi-purpose/Activities Rooms
- Convenient Underground Parking

## RETIREMENT LIVING DESIGNED TO MEET YOUR NEEDS TODAY AND TOMORROW

Whether you're active and on the go, or need some help with the activities of daily life, Peninsula Del Rey offers a comprehensive menu of lifestyle options and supportive care services if and when the need arises. Our licensed Assisted Living program offers three delicious meals daily, medication management, weekly personal and flat linen laundry service, assistance with activities of daily living (ADL's), the peace of mind of 24-hour staffing plus the services of Independent Living.

## A SCENIC LOCATION CLOSE TO IT ALL

With easy access to connecting freeways and close proximity to shopping, entertainment, hospital and medical services, Peninsula Del Rey's convenient location in Daly City offers endless options. Set in the heart of the Peninsula, you'll find this is the perfect setting for the retirement lifestyle that's right for you.

## YOUR COMFORT. OUR PRIVILEGE.

Today, you have the opportunity to blend freedom and peace of mind into an affordable lifestyle that meets your unique needs. Available on a monthly fee basis, Peninsula Del Rey's impressive range of comforts and conveniences simplify your life and enrich your lifestyle.

## SEEKING A HIGHER STANDARD.

At SRG, we take the health of our residents seriously, which is why we pursued accreditation. In 2004, SRG became the first major assisted living provider in the U.S. to earn company-wide accreditation for all of its eligible communities by the Commission on Accreditation of Rehabilitation Facilities, or CARF. Accreditation means we perform at our very best every day, and serves as a clear signal to consumers that SRG communities provide the highest quality of care and service.

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# WELL-BEING THAT'S, WELL, *FUN*

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The idea behind our innovative, engaging wellness program, **Zest**, is pretty simple: bringing healthy, positive balance to the Mind, Body and Soul with a wealth of personalized, enriching experiences. From trying something for the first time to exploring passions old and new, Zest is all about energy. Because when we feel energized and happy, we enjoy life more every day.

Zest inspires the mind through creative and intellectual expression. We work to keep the body in tune through daily motion and attention to nutrition. With our plant-based and whole-food focused FreshZest™ dining options, it is easy to enjoy fine dining AND make small but impactful lifestyle changes. And for the soul, our approach is as social as it is spiritual—personal connection, a bit of purposeful reflection and plenty of carefree interaction. Actually, it can be as simple as taking a moment to breathe.

Contact us today to learn how Zest can bring more well-being to your daily life.



## PENINSULA DEL REY

INDEPENDENT AND ASSISTED LIVING RESIDENCES

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EQUAL HOUSING OPPORTUNITY

AN SRG SENIOR LIVING COMMUNITY

RCFE# 415601070







## MORE THAN “JUST” WELLNESS

We believe that wellness is a key factor in living your best life, longer. That’s why our Zest wellness program takes an evidence-based, 360-degree approach to well-being that draws from best practices from a range of disciplines, like medicine, psychology, behavioral science, as well as SRG’s more than 30 years of experience in senior living.

Zest is designed to help our residents feel their best every day. And even more, with the help of a dedicated on-site team, residents can benefit from preventive health strategies that promote well-being not only today, but in the long term.

## ENJOY YOUR ZEST

Because wellness is an individual journey, Zest offers a wide range of experiences for the Mind, Body & Soul—three pillars of wellness that we believe are vital and interconnected. Whatever your preferences and needs, with Zest you’ll find it easy and fun to cultivate a rich life of meaning, connection, fulfillment, and purpose.

These are just a few experiences waiting to be discovered:

- *Going back to school* with our Lifelong Learning university seminars.
- *Tasting how delicious* health can be with our FreshZest™ menu options.
- *Putting a dynamic new spin* on cycling with an energizing spinning class.
- *Enjoying Happy Hour* filled with personable conversation and new friends.



**Zest**  
MIND • BODY • SOUL





# You're always in the loop with LifeLoop

## Connected to life, family, and each other.

LifeLoop helps residents and family members communicate, share experiences, and stay connected and involved in each other's lives on a daily basis. As a resident, you can easily connect with other residents to discover interests and hobbies, share photos, and invite friends to join you in an activity—using your phone, tablet or computer.

Family members can join in, sharing photos, sending messages and seeing what you have been up to lately. LifeLoop offers families added comfort by sharing weekly updates on their loved ones' activity engagement and assisting with meeting their needs from anywhere at any time.

Best of all, our team can walk you through setup and provide any support you need, so you can enjoy trying something new without the worry.

Keeping everyone in the loop. It's just another way life at an SRG community makes every day better.

## PENINSULA DEL REY

INDEPENDENT AND ASSISTED LIVING RESIDENCES

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EQUAL HOUSING OPPORTUNITY

AN SRG SENIOR LIVING COMMUNITY

RCFE# 415601070



## SERVICES & AMENITIES: INDEPENDENT LIVING

Peninsula Del Rey provides a host of services and amenities designed to complement your lifestyle and enrich your life.

### Services Included in the Monthly Fee

- Fresh and delicious full breakfast, plus your choice of lunch or dinner daily
- Biweekly housekeeping and flat linen laundry service
- All utilities (except phone) including basic cable TV
- 24-hour emergency call system
- 24-hour onsite staffing
- Scheduled group transportation, 7 days a week
- Social, cultural and recreational programs and activities
- Interior and exterior maintenance of all common areas, residences and grounds

### Community Features and Amenities

- The Crown Room Restaurant, open 12 hours daily
- The Pierce Street Cinema
- Library and Internet Lounge
- Pacifica Multi-purpose/Activities Rooms
- Heated Outdoor Spa
- Landscaped Outdoor Courtyards
- Beauty/Barber Salon
- Fully-equipped Fitness Center
- Convenient Underground Parking

### Features of Your Independent Living Residence

- Studio suite, one-and two-bedroom floor plans with spacious, private bath
- Color-coordinated floor and window coverings
- Fully equipped, all-electric kitchens
- Washer and dryer
- Private patio or balcony with storage
- Conveniently located elevators and access to common areas
- Fire and smoke detectors and sprinkler system



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## SERVICES & AMENITIES: ASSISTED LIVING

Peninsula Del Rey provides a host of services and amenities designed to complement your lifestyle and enrich your life.

### Assisted Living Services Offered

- Three fresh and delicious meals daily, including snacks
- Assistance with activities of daily living (ADL's) including bathing, dressing and grooming
- Weekly housekeeping
- Weekly personal and flat linen laundry service
- All utilities (except phone) including basic cable TV
- 24-hour emergency call system
- 24-hour onsite staffing
- Scheduled group transportation, 7 days a week
- Social, cultural and recreational programs and activities
- Interior and exterior maintenance of all common areas, residences and grounds

### Features of Your Assisted Living Residence

- Studio suite, one-and two-bedroom floor plans with spacious, private bath with safety features
- Color-coordinated floor and window coverings
- Fully equipped, all-electric kitchens
- Washer and dryer
- Private patio or balcony with storage
- Fire and smoke detectors and sprinkler system
- Conveniently located elevators and access to common areas



### Community Features and Amenities

- Restaurant-style dining, open 12 hours daily
- The Pierce Street Cinema
- Library and Internet Lounge
- Pacifica Multi-purpose/Activities Rooms
- Heated Outdoor Spa
- Landscaped Outdoor Courtyards
- Beauty/Barber Salon
- Fully-equipped Fitness Center
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*Floorplans are representative; actual dimensions and details may vary.*

## STUDIO SUITE

476 SQ. FEET

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## ONE BEDROOM / ONE BATH

569 – 704 SQ. FEET

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ONE BEDROOM DELUXE / ONE BATH

861 SQ. FEET



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## TWO BEDROOM / TWO BATH

1003 SQ. FEET

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