

VaxAmerica Enters Partnership with Emeritus Senior Living

Alliance makes influenza vaccines available to seniors nationwide.

Press Release | June 15, 2009

VaxAmerica™, a program of FFF Enterprises, Inc., the nation's most trusted distributor of flu vaccines, announced today that it has entered into a partnership with Emeritus Senior Living. The alliance will encourage the 26,500 seniors living in Emeritus' communities and 19,000 Emeritus employees to receive annual flu vaccinations. In addition, Emeritus is opening its doors to provide convenient access for local seniors who live near its 309 communities to also receive their seasonal flu vaccine. The partnership is especially timely given the increased flu awareness brought about by the H1N1 (Swine Flu) Outbreak.

"Vaccination is always the first line of defense against influenza," says Nancy Creadon, vice president, VaxAmerica. "Through our partnership with Emeritus and our pre-registration process, we will now be able to bring vaccines directly to the people that need them most."

According to the Centers for Disease Control (CDC), the seasonal flu claims approximately 36,000 deaths each year, with vaccination especially important for those in the high-risk categories to include children, seniors and those with compromised immune systems. With the increased awareness from the recent H1N1 outbreak, VaxAmerica and Emeritus are preparing for an active fall vaccination season as an important preventive measure.

Launched in 2008, VaxAmerica offers access, choice and cost savings for patients and their healthcare providers. With its just-in-time delivery model, the

program eliminates inventory costs and the risks associated with long-term storage for providers. VaxAmerica also offers direct billing, so there are no up-front costs, and healthcare providers receive an administration fee for their service. Referrals from the VaxAmerica network offer an additional benefit to providers.

Flu shots will be given at all Emeritus communities beginning October 1, 2009. For a list of local Emeritus communities where you can receive a flu shot, please visit www.emeritus.com. To ensure you reserve a vaccine, please pre-register with VaxAmerica by calling (888) 444-8522.

About VaxAmerica

VaxAmerica, a program of FFF Enterprises, Inc., is a nationwide network of care sites enabling the safe, easy and convenient administration of preventive vaccines—even those hard-to-get—to individuals or groups at a convenient location near to them. Known for its national reach and local touch, VaxAmerica has simplified the vaccination process to create cost-effective solutions for patients, healthcare providers and health plans. For more information about VaxAmerica, call (888) 444-8522 or visit www.vaxamerica.com.

About FFF Enterprises, Inc.

FFF Enterprises, Inc., a privately held corporation, is the largest and most trusted distributor of plasma products, vaccines and other biopharmaceuticals >



in the U.S. Founded in 1988, FFF is celebrating its 21st year with more than a billion dollars in annual sales and a flawless safety track record. FFF's Guaranteed Channel Integrity™ ensures that products are purchased only from the manufacturer and shipped only to healthcare providers, protecting patients and manufacturers from counterfeit risks and pricing irregularities inherent in secondary and gray market channels. FFF's proprietary technologies, Verified Electronic Pedigree™ and Lot-Track™, provide verification of this secure channel. FFF's MyFluVaccine (www.MyFluVaccine.com) has revolutionized the flu marketplace, offering a dedicated flu vaccine supply, delivered to customers on the date of their choosing, and offering certainty in a volatile market segment. FFF's ability to move rapidly in a dynamically changing marketplace allows the creation of new opportunities for customers through innovative vehicles for distribution.

About Emeritus Senior Living

Emeritus Corporation is a national provider of assisted living and Alzheimer's and related dementia care services to seniors. Emeritus is one of the largest and most experienced operators of freestanding assisted living communities located throughout the United States. These communities provide a residential housing alternative for senior citizens who need assistance with the activities of daily living, with an emphasis on personal care services, which provides support to the residents in the aging process. Emeritus currently operates 309 communities in 36 states representing capacity of approximately 27,200 units and 32,400 residents as of the date of this press release. Our common stock is traded on the New York Stock Exchange under the symbol ESC, and our home page can be found on the Internet at www.emeritus.com.

