



News Release

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CNL WINS GRAMERCY AWARD FOR DIRECT MARKETING CAMPAIGN

-- Winning campaign highlighted investment opportunities in senior housing --

(ORLANDO, Fla.) June 30, 2015 — CNL Financial Group has won the Gramercy Financial Marketing Strategy Award in the “Direct Marketing” category for its “Leveraging Longevity” marketing campaign, which focused on opportunities in the senior housing market. The Gramercy Financial Strategy Awards recognize strategic excellence in financial marketing and are presented by Gramercy Institute, a global network of senior marketers from leading financial institutions.

“We are honored to receive this prestigious award for our marketing efforts,” said Melissa Wall, senior vice president of marketing for CNL Financial Group. “We work hard to bring a unique and creative approach to marketing and are proud of the results and recognition we have received from this campaign.”

CNL Healthcare Properties’ “Leveraging Longevity” campaign used clever imagery with engaging headlines to show seniors participating in energetic and unexpected activities. The campaign highlighted how people are living longer and expecting more out of their retirement years.

Winners of the 2015 Annual Gramercy Financial Marketing Strategy Awards were recognized at an awards ceremony in New York City on Thursday, June 25.

About CNL Financial Group

CNL Financial Group (CNL) is a leading private investment management firm providing global real estate and alternative investments. Since inception in 1973, CNL and/or its affiliates have formed or acquired companies with more than \$33 billion in assets. CNL is headquartered in Orlando, Florida. For more information, visit CNL.com.

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