



NEWS RELEASE

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AGEWELL FOUNDER AND CEO JOEL THEISEN NAMED FINALIST IN THE ERNST & YOUNG ENTREPRENEUR OF THE YEAR® 2011 UPPER MIDWEST AWARDS COMPETITION

EDINA, MN, MAY 10, 2011 – Joel Theisen, Founder and CEO of Edina, Minnesota-based AgeWell has been named a finalist in the Ernst & Young Entrepreneur Of The Year® Upper Midwest awards competition. Finalists were selected by an independent judging panel made up of previous winners of the award, leading CEOs, private capital investors and other regional business leaders. Joel will be officially honored during a gala on June 15 at the Frontier Center in Milwaukee, WI.

“It is a true honor to be among a group of such talented individuals. The Entrepreneur of the Year Award is one of the most prestigious business honors in the world,” says Joel. “I’m even more thrilled to have the chance to tell the story of AgeWell and how it addresses the overwhelming need to change the way this country cares for its seniors.”

According to Kevin Klimara, Ernst & Young partner, and program director for the Entrepreneur of the Year of the Upper Midwest Program, the role of the entrepreneur has never been more vital than it is today. Economies around the world are fueled by the vision and innovation of entrepreneurial business like AgeWell.

One of the fastest growing companies in the Twin Cities, AgeWell has experienced double-digit growth since its founding in 2004, and last year grew more than 50%. The company is the leading provider of Life Care (a unique geriatric care management model) in the metro, and is becoming a national catalyst to empower seniors and support them in avoiding the roller coaster of health care crises by using a comprehensive life plan to age well. The company also doubled the number of its employees in 2010, and is on track for double-digit growth again this year.

Life Care is an architecture that enables seniors to connect to their goals for aging well. The Life Care approach involves first helping people explore and assess their needs and wishes, then working with them to prioritize goals and addressing immediate needs, laying out the plan to reach their goals, and finally assisting them in achieving their goals.

According to Theisen, AgeWell's driving goal is to change the way this country cares for seniors and to affect the experience of more than 5 million people by the year 2020.

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