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Discovery Senior Living Expands Segmented Memory Care Platform with SHINE, and Introduction of New GLOW and Luminescence Programs

Purpose-built memory care programs extend Discovery's tier-segmented operating framework through specialized programming aligned to community profiles

BONITA SPRINGS, Fla., August 27, 2026 — Discovery Senior Living ("Discovery" or the "Company"), one of the nation's largest and most trusted senior housing operators, is pleased to announce the introduction of GLOWSM and LuminescenceSM, two proprietary memory care programs developed specifically for the Company's Select and Classic communities (GLOW), and Distinguished communities (Luminescence).



The introduction of GLOW and Luminescence represent the continued evolution of Discovery's tier-segmented operating platform, extending the Company's segmentation strategy into specialized memory care programming. Building upon the foundation of Discovery's nationally recognized SHINE[®] Memory Care Program for Premium communities, GLOW and Luminescence provide a purpose-built program designed around the distinct operating characteristics, resident needs and service model of Select, Classic and Distinguished communities.

The announcement reflects Discovery's broader operating philosophy that different community types require different operating approaches. Just as the Company's tier-segmented framework aligns staffing models, service delivery, operational standards and branded programs around communities with similar operating characteristics, its memory



care strategy now delivers specialized programming intentionally aligned to those same community profiles.

"The continued evolution of our segmentation strategy extends well beyond operations as it shapes every aspect of the resident experience," said Richard Hutchinson, Chief Executive Officer of Discovery Senior Living. "We have always believed different community types require different operating approaches. Together SHINE, GLOW and Luminescence, allow us to deliver memory care programming intentionally aligned to any community's operating model while remaining grounded in the same person-centered philosophy and clinical excellence."

Bringing Discovery's Segmentation Strategy to Life

Earlier this year, Discovery introduced an [enhanced segmentation framework](#) that organizes communities into four distinct operating tiers, Select, Classic, Premium and Distinguished. Each segment with standardized operating playbooks that align staffing structures, service delivery models, branded programs and operational standards around communities with similar business characteristics.

Memory care now follows that same disciplined philosophy.

"Our new memory programs are a natural extension of our tier-segmented operating platform," said Diana Ferrante Thies, Executive Vice President, Brand Management and Corporate Communications. "Just as our operating playbooks align staffing, services and operational standards around each community type and profile, our resident programming now follows that same disciplined approach. SHINE, GLOW and Luminescence demonstrate how purpose-built programs strengthen resident experiences, create meaningful differentiation in the marketplace and provide our ownership partners with programming intentionally aligned to the communities they own."

Building on the Foundation of SHINE®

Discovery's SHINE® Memory Care Program remains the Company's flagship memory care program for Premium communities and is among the few memory care curricula in the nation recognized by the Alzheimer's Association. Developed by Discovery's experts, SHINE is built upon science-backed cognitive programming that supports cognitive reserve, preserves each resident's individuality and life story, promotes flexibility and choice, and partners closely with families throughout the dementia journey.

Rather than replacing SHINE, GLOW and Luminescence extend Discovery's memory care platform by applying that same philosophy through a program intentionally designed for a Select, Classic or Distinguished community. Together, SHINE, GLOW and Luminescence enable Discovery to align memory care programming with the distinct operating characteristics of each community profile while maintaining consistent clinical standards and a unified approach to person-centered dementia care.



Importantly, these programs are developed and managed by the same Discovery memory care experts behind The Disappearing Mind, Discovery's long-running podcast created to help families better understand dementia and navigate the complexities of the memory care journey. That ongoing engagement with residents, families and caregivers brings another dimension of expertise to how Discovery's teams develop, refine and operationalize memory care across all communities.

Introducing GLOW and Luminescence: One Philosophy. Purpose-Built Memory Care for Select, Classic and Distinguished Communities.

Developed by Discovery's memory care, clinical and operational leadership teams, GLOW and Luminescence preserve and celebrate each resident's unique life story and legacy through customized approaches, compassionate expertise and vibrant daily experiences. The programs are designed to unlock each resident's potential by supporting cognitive reserve, fostering choice and enhancing quality of life through personalized care that evolves alongside each resident's cognitive journey.

Recognizing that no two dementia journeys are alike, GLOW and Luminescence each emphasize adaptive, science-backed care tailored to each resident's cognitive abilities and functional level. Through personalized programming and parallel engagement opportunities, residents receive the appropriate balance of challenge, support and meaningful experiences that promote accomplishment, dignity and well-being rather than a one-size-fits-all approach.

At the core of each program are distinct foundational pillars and principals that guide both the resident experience and operational execution:

GLOW Foundational Pillars

- **Legacy Preservation** – Honoring each resident's life story by incorporating personal history, traditions and meaningful experiences into daily programming and routines.
- **Cognitive Engagement** – Adaptive, stage-appropriate programming that leverages parallel activities to ensure meaningful engagement regardless of cognitive ability.
- **Sensory Enrichment** – Purposeful integration of sight, sound, smell, taste and touch through both programming and environmental design to stimulate memory recall and emotional connection.
- **Family Collaboration** – Providing education, communication and ongoing support that recognizes families as essential partners throughout the memory care journey.
- **Dining Experience** – Personalized restaurant-style dining with flexible service, individualized meal options and accommodations designed around each resident's preferences and abilities.
- **Team Training** – Comprehensive, ongoing dementia education that equips caregivers with specialized communication strategies, behavioral interventions and person-centered care techniques.



Luminescence Principles

- **Legacy Integration** – Honoring the luminous tapestry of each resident’s lived journey.
- **Purposeful Living** – Transforming personal meaning into daily engagement.
- **Cognitive Vitality** – Supporting brain health and cognitive reserve through neuroplasticity in practice, Montessori-based engagement, and tiered cognitive care.
- **Signature Cuisine** – The Nib & Quill restaurant delivers an exceptional food experience with personalized functionality.
- **Distinguished Hospitality** – Creating environments of warmth, ease, and elevated comfort.
- **Collaborative Care** – Navigating the health and wellness of residents, together.
- **Innovation Excellence** – Leadership, education, and innovation that elevate every Standard.

As Discovery continues to evolve its operating platform, programs like SHINE, GLOW and Luminescence reflect the Company's commitment to developing differentiated capabilities that strengthen resident experiences, support community performance and create long-term value for residents, families and ownership partners.

About Discovery Senior Living

Discovery Senior Living is the largest privately held operator in U.S. with a growing portfolio approaching 47,000 units across 420-plus communities in 40 states. The Company, and ~25,000 team members, is a recognized industry leader for performance, innovation and customized lifestyle experiences. Discovery proudly ranks #1 in Customer Satisfaction Among Assisted Living and Memory Care Communities in the J.D. Power 2025 U.S. Senior Living Satisfaction Study achieving #1 in Customer Satisfaction among Assisted Living & Memory Care Communities while also ranking #1 in Community Staff, Resident Activities, Resident Apartment/Living Unit, and Community Buildings & Grounds and #2 in Customer Satisfaction among Independent Living Communities. Discovery’s family of companies includes Discovery Management Group, Integral Senior Living, Provincial Senior Living, Morada Senior Living, Summerhouse Senior Living, Seaton Senior Living, TerraBella Senior Living, LakeHouse Senior Living, Arvum Senior Living, Discovery Design Concepts, STAT Marketing, and Discovery at Home. Led by its award-winning management team, Discovery has been developing, building, marketing, and managing diverse senior-living communities across the United States for three decades. For the fifth consecutive year, Discovery Senior Living was again certified a Great Place to Work - May 2026 – May 2027.

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