

New Retirement Living TV Studio Opens for Business at UMBC, Catonsville, MD

CATONSVILLE, MD – Retirement Living TV (www.RL.TV), the nation's only cable TV venue with programming devoted exclusively to people age 55 and over, has begun daily programming/taping at a new \$1.3 million media studio designed and built by the TV station and Erickson Retirement Communities at UMBC, Catonsville. MD

This investment by Erickson Retirement Communities and Retirement Living TV is a preview of new things to come as the TV venue and the university partner seek to find and leverage opportunities that will benefit both. The new studio will initially be used to produce "The Voice" and "The Daily Apple," two shows which are part of Retirement Living TV's expanding line up of daily programming.

Retirement Living TV airs daily on CN8 The Comcast channel and on DIRECTV Channel 238 reaching 25 million households nationwide. Retirement Living TV is now airing the last televised interview with the late political satirist Art Buchwald on its website: <http://www.rl.tv/FeatureContentPage.aspx?cid=50>

UMBC students with an interest and background in media will be able to apply for upcoming internship opportunities with Retirement Living TV.

UMBC already has a long-standing relationship with Erickson Retirement Communities and its CEO, John Erickson. Erickson has been a supporter of the UMBC and led the establishment of the Erickson School at UMBC. UMBC President Dr. Freeman Hrabowski said the university and Erickson will work together on "innovative approaches combining healthcare, public policy, information technology and communications to meet the needs and interests of the aging baby boom generation."

Retirement Living TV is pioneering a new vision in television today by creating inspiring programming. Retirement Living TV informs its viewers on matters that affect their everyday lives through a wide variety of topics including health, lifestyle, finance and politics. Retirement Living TV draws its expertise from the nation's leading aging institutions including Erickson Retirement Communities, the National Institutes of Health and the University of Maryland's School of Aging Studies and leading gerontologists.