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ATRIA, HOLIDAY MOVE TO OPTIONAL MASKING IN 200+ INDEPENDENT LIVING COMMUNITIES

DECLINING PUBLIC CASE COUNTS OUTSIDE AND A NEAR 100% VACCINATION RATE INSIDE COMMUNITIES GIVE RESIDENTS, STAFF CONFIDENCE IN MOVING FORWARD

Louisville, KY, MARCH 16, 2022 – Atria Senior Living, a leading operator of senior living communities across the United States and Canada, announced new optional mask protocols for its more than 200 communities that solely provide independent living for older adults. The dramatic decline in COVID-19 activity throughout the country and the near 100 percent staff vaccine participation levels across Atria and Holiday Retirement’s portfolio give the company confidence to make masking optional for residents and staff in its independent living communities. The company noted that while mandatory masking would be reinstated if future outbreaks occur, for now the optional masking policy marks a turning point in the pandemic.

“We’re incredibly proud of how Atria and Holiday employees and residents have masked up throughout the pandemic and sleeved up for successive rounds of the vaccines and boosters,” Atria Chairman and CEO John Moore said. “As one of the first major businesses in the country to mandate the vaccine for our staff, we have reached this ‘optional masking’ milestone for independent living residents because our communities are highly vaccinated places. For our assisted living communities, we’re keeping our masking protocols in place and will continue to work with state regulators to go to optional masking where we can, when we can.”

For Atria’s licensed assisted living communities masks remain required for staff and visitors. The company continues to follow CDC and state guidance, as well as closely watching local disease activity.

The company’s in-house disease data tracking function and community-level monitoring remain in place to help Atria escalate masking and other COVID-19 protocols should positive cases be identified in a community. Atria’s thorough protocols, testing capabilities and early participation in flu and booster clinics mean the company remains vigilant in the right protections.

“We are committed to creating the best outcomes for our residents so they can live their best lives now. We are glad we’ve reached this ‘optional masking’ milestone in our independent living communities. We look forward to finally having the pandemic completely behind us all very soon,” Moore said.

About Atria Senior Living:

Atria Senior Living is a leading operator of independent living, assisted living, supportive living and memory care communities in more than 400 locations in 45 states and seven Canadian provinces. With the addition of Holiday Retirement to its portfolio in 2021, Atria is now the residence of choice for more than 43,000 older adults, and the workplace of choice for more than 17,000 employees. Atria creates vibrant communities where older adults can thrive and participate, know that their contributions are valued, and enjoy access to opportunities and support that help them keep making a positive difference in our world. Atria operates seven distinct senior living brands: Coterie a luxury brand in a joint venture with Related Companies, Atria Signature,

Atria Senior Living, Atria Park, Holiday Retirement, Atria Retirement and Gladwell. Atria's subsidiary, Glennis Solutions, is the only fully integrated cloud-based software suite specifically designed to serve the senior housing industry.

For more information about Atria, visit [AtriaSeniorLiving.com](https://www.AtriaSeniorLiving.com) or follow them on [Facebook](#), [Twitter](#) and [Instagram](#). For career opportunities and more information about working for Atria, visit [AtriaCareers.com](https://www.AtriaCareers.com). For more information on Glennis Solutions, visit [GlennisSolutions.com](https://www.GlennisSolutions.com). For more information about Holiday Retirement, visit [HolidaySeniorLiving.com](https://www.HolidaySeniorLiving.com).

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