



Element Lifestyle Retirement Inc.  
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[www.elementlifestyleretirement.com](http://www.elementlifestyleretirement.com)

February 10, 2016  
TSXV : ELM

**FOR IMMEDIATE RELEASE**

**ELEMENT LIFESTYLE RETIREMENT INC. ENTERS INTO INVESTOR RELATIONS AGREEMENT WITH  
FREEFORM COMMUNICATIONS INC.**

**VANCOUVER, B.C. FEBRUARY 10, 2016:** Element Lifestyle Retirement Inc. (TSX-Venture: ELM) has retained Freeform Communications Inc. to provide investor relations services for the company, subject to regulatory approval.

Established in 1992, Freeform Communications is a full-service firm based in Vancouver, specializing in investor relations and corporate communications. Freeform will assist in all aspects pertaining to investor relations for the company and will be responsible for increasing investor awareness.

Freeform will receive \$3,500 per month to provide the company with investor relations services for an initial six-month period, with a clause to renew on a month-to-month basis at the company's election.

About Element Lifestyle Retirement

Element was established in June 2013 in Vancouver, British Columbia. It is in the business of providing specialized development expertise and flexible, innovative management services for senior retirement communities. The core business of Element is the development and management of third party assets in the "senior retirement community" space. Element aspires to be one of the most respected senior living specialists in North America, emphasizing the "Continuum-of-Care" model, which encompasses a smooth, seamless transition for seniors from independence to assisted living to complex care. The management team of Element has over 20 years of experience developing and operating retirement communities.

**ON BEHALF OF THE BOARD  
ELEMENT LIFESTYLE RETIREMENT INC.**

*"Michael Diao"*

Chief Executive Officer and Director  
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