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FOR IMMEDIATE RELEASE

STAR TRIBUNE NAMES LIFESPRK TO TOP 100 WORKPLACES FOR 2014

June 16, 2014—Lifesprk (formerly AgeWell) has been named a 2014 Star Tribune Top 100 Workplace. “Our team spirit for changing the experience for people in the second half of life, or what we call our purple passion, is what our team brings to our workplace every day. Their hard work and commitment to our mission of sparking lives has helped us earn this recognition,” said Joel Theisen, RN, CEO and Founder of Lifesprk. “External benchmarks like this one are especially important as we put our focus on growth and new opportunities.”



Based on an employee-based survey project, the Top Workplace designation is produced by the same team that compiles the 21-year-old Star Tribune 100 report of the best-performing public companies in Minnesota, and recognizes the most progressive companies in Minnesota based on employee opinions about company leadership, communication, career opportunities, workplace

environment, managerial skills, pay and benefits. The analysis included responses from nearly 71,200 employees at Minnesota public, private and nonprofit organizations.

Theisen said the Top 100 Workplace designation is vital in helping us attract top talent while also showing our potential partners and clients that we have exceeded objectively-measured external benchmarks. He added, “These benchmarks validate what we know anecdotally internally – that we have a special group of exceptional team members who work every day to spark lives and enrich our Lifesprk culture!”

The results of the Star Tribune Top Workplaces are based on survey information collected by WorkplaceDynamics, an independent company specializing in employee engagement and retention. To qualify for the Star Tribune Top Workplaces, a company must have more than 50 employees in Minnesota. Rankings were composite scores calculated purely on the basis of employee responses.

For more information about Lifesprk visit www.lifesprk.com.

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ABOUT LIFESPRK

One of the fastest growing companies in the Twin Cities, Lifesprk, formerly AgeWell, has experienced double-digit growth almost since its founding in 2004. The company is the leading provider of Life Experience (a unique blend of geriatric care management and home care) in the metro, and is becoming a national catalyst to eliminate the roller coaster of health care crises.

Lifesprk's leaders have seen too many people in the second half of life on a roller coaster of crises that robs *them* of control, opportunities and independence. That robs *our society* of their wisdom, laughter and presence. That's just not acceptable, and the Lifesprk team has made it their passion to ***change that experience***. Lifesprk is about opportunities. With three levels of service available, they provide a flexible continuum of support to match what people need and help them build a pathway to their goals, addressing any issues or concerns that may interfere. With their proprietary Lifesprk Experience™ they provide proactive guidance to give people just the right level of support to SHINE the way they want according to THEIR goals.

Lifesprk was named one of the 2009 Small Business Success Stories by *Twin Cities Business Magazine* and has been identified by the *Star Tribune* as a top workplace in the Twin Cities for two years in a row. Also in 2012, Lifesprk was named a *Fast 50* for the state of Minnesota, marking the third time in five years that Lifesprk has been among the fastest growing private companies in the state.

Known as a business innovator, Lifesprk CEO & founder Joel Theisen was named a 2011 finalist for the Ernst & Young *Entrepreneur of the Year Award* for the upper Midwest. In 2007, he was named one of the 40 under 40 in the Twin Cities and has also been consistently recognized by the media as an outstanding entrepreneur and community activist. Joel has over 20 years of experience in the healthcare industry with specific expertise and focus in home and community-based elder care.

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