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ELEMENT LIFESTYLE RETIREMENT INC. ANNOUNCES MANAGEMENT ADDITION

VANCOUVER, B.C. (July 20, 2016) – Element Lifestyle Retirement Inc. (TSXV: ELM) (the “Company” or “Element”), an innovative and leading provider of development and management services for seniors’ retirement communities, announced today that Mr. Greg Condon has joined the Company as Vice President of Operations. Mr. Condon brings more than 30 years of multi-branded experience in hospitality, culinary services, and senior housing, ranging from independent living to licensed care services. Reporting to Element’s CEO, Greg will be accountable for all aspects of Element’s growth, development, and ongoing operational success, ensuring complete alignment with the Company’s core values, vision and mission.

“Greg brings a wealth of invaluable experience in senior’s communities and hospitality to Element”, said Michael Diao, CEO of Element. “His expertise will add tremendous value as we move forward with the development of the Opal and Oasis communities, assess new opportunities in Canada and advance our plans for China.”

Prior to joining Element, Mr. Condon led the brand inception and operational property oversight of Century Group’s Bria Communities which included The Waterford, The Wexford, Magnolia Gardens and the Sunridge Gardens seniors’ residences. Greg prides himself in community involvement which includes the Canadian Diabetes Association, the Rotary Club, and the Heart and Stroke Foundation.

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 - Lifestyles” 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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Forward-looking Statement Caution

This news release contains “forward-looking information” within the meaning of applicable securities laws relating to development of Element’s business, including statements regarding assessing opportunities and advancing the Company’s plans. Although the Company believes in light of the experience of its officers and directors, current conditions and expected future developments and other factors that have been considered appropriate that the expectations reflected in this forward-looking information are reasonable, undue reliance should not be placed on them because the Company can give no assurance that they will prove to be correct. Readers are cautioned to not place undue reliance on forward-looking information. Actual results and developments may differ materially from those contemplated by these statements depending on, among other things, the risks associated with Element’s business as disclosed in the Company’s most recently filed MD&A. The statements in this news release are made as of the date of this release. The Company undertakes no obligation to update or revise any forward-looking information, whether as a result of new information, future events or otherwise, except as required by applicable securities laws.

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