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Emilio Pardo Named AARP Executive Vice President and President of Life Reimagined

WASHINGTON (April 3, 2014) - AARP CEO A. Barry Rand announced today that **Emilio Pardo** has been named AARP Executive Vice President and President of **Life Reimagined**, effective immediately.

Launched in 2013, **Life Reimagined** is a first-of-its-kind single source of online and offline experiences that guide people through life transitions by helping them discover new possibilities and connect with a community of people pursuing similar passions and goals.

"Most people turning 50 today can expect to live another 30-plus years. They are driven by a desire to reimagine their lives and explore the possibilities that lie ahead. At AARP, we believe the **Life Reimagined** network of people, tools and information will help guide people through life's transitions, big or small," said AARP CEO A. Barry Rand.

The **Life Reimagined** network of people, tools and information is powered by the Life Reimagined Institute for Innovation, a world-class group of thought leaders in the areas of life and career coaching, psychology, personal development, health and entrepreneurship. Life Reimagined's online experience (www.lifereimagined.org) invites users into this network through an exclusive, customizable roadmap that helps people understand where they are in their journey to achieve their goals and dreams, reflect, and make decisions in planning their next steps.

"I am honored to be appointed as the first President of Life Reimagined. This is an exciting time for AARP and for me, and helps me realize my own dreams of helping people navigate this new life phase and discover their 'what's next'," said Pardo.

"In the weeks to come **Life Reimagined** will be announcing our plans to bring together the best minds, research and innovation to explore and discover new ways to take small steps towards a good life."

Emilio, who is based in Washington, previously served as chief brand officer and was responsible for creating, coordinating and integrating all brand-related plans from across the enterprise. Prior to that, he was the senior vice president of Business Development at AARP Services, Inc. Before joining AARP, Emilio was a senior executive for Discovery Communications, Inc.; CEO and director of CityNet Telecommunications, Inc.; and president of Universal Access, Inc., in Chicago. He also served as senior vice president and senior partner at Fleishman-Hillard International Communications, Inc. Early in his career, Emilio was a U.S. Senate press secretary to Chairman Fritz Hollings (D-S.C.).

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About Life Reimagined

Launched by AARP in 2013, Life Reimagined is a first-of-its-kind single source of online and offline experiences that guide people through life transitions by helping them discover new possibilities and connect with a community of people pursuing similar passions and goals. Life Reimagined online centers on an exclusive, customizable roadmap available at www.lifereimagined.org that helps people understand where they are in their journey to achieve their goals and dreams, reflect, and make decisions in planning their next steps. Life Reimagined is powered by the Life Reimagined Institute for Innovation, a world-class group of thought leaders in the areas of life and career coaching, psychology, personal development, health and entrepreneurship. Join Life Reimagined on Facebook at www.facebook.com/lifereimagined and on Twitter at www.twitter.com/lifereimagined.

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