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Life Reimagined Unveils New Digital Platform Offering Personalized Guidance Throughout New Life Stages

WASHINGTON, DC—Life Reimagined today launched a fully redesigned digital platform, delivering a one-of-a-kind online experience aimed at guiding people through life transitions and helping them discover new possibilities. The platform now offers a suite of engaging programs and stimulating, proprietary content developed by the Life Reimagined Institute's team of world-renowned experts and thought leaders.

People are living longer and as a result, a need to reevaluate a new life stage has arisen. Americans are facing the reality that, as life expectancy increases they must continue working and must rethink the notion of aging and retirement. For many, tackling the personal reflection necessary for making or dealing with a major life shift is a daunting task. Life Reimagined was developed as a service to help users reflect, evaluate priorities and take action to live their best life.

"We recognized a demand for a service that not only inspires people to explore their goals and passions, but gives them an actionable plan on how to navigate a new and evolving life phase," says Emilio Pardo, executive vice president at AARP and president of Life Reimagined. "The new Life Reimagined delivers on our goal to guide users through this new reality and to help navigate and explore life's most pivotal moments."

Helmed by the Life Reimagined Institute's celebrated experts in the fields of personal development, aging and transitions, the new Life Reimagined experience seeks to create a guidance system tailored to each user's needs as they embark on the journey of answering "what's next?", while providing tangible next steps that allow users to take action. Built upon the foundation of the Institute's thought-provoking articles, proven methodologies and breakthrough programs, Life Reimagined has evolved beyond being just a resource for those looking to set goals, make a life shift, or simply reevaluate their priorities – it has become a personalized action plan that helps accomplish all of these things.

"With the new Life Reimagined, we sought to develop a platform users could have a true relationship with, offering a personalized set of services to help each person reimagine what is next in his or her life," notes Jeannette McClennan, chief of digital products for Life Reimagined. "The site is designed to act as a guidance system that intuitively serves up new programs and content based on a specific person's activity. We have received such positive feedback since the initial launch, but knew we wanted the site to go beyond curating articles to actually curating a personal roadmap to achieving goals, resulting from each unique interaction with the site."

Developed in response to the feedback provided by the platform's most dedicated users and the proven practices put forth by the Life Reimagined Institute, the new Life Reimagined digital experience includes programs and features across the three key verticals of Well Being, Relationships and Work:

- Original content written for an audience seeking to explore their passions, tackle their fears and hesitations, and enact their goals.
- Signature stories sharing longer-form testimonials from Life Reimagined editors and thought leaders.
- Engaging, offline programs designed to incite reflection and provoke thoughts, while delivering daily small-step action items aimed at achieving a tangible goal.

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About Life Reimagined

Life Reimagined was launched by AARP in 2013 to provide a personal guidance system to help people navigate transitions and live their lives to the fullest. By offering online and offline experiences made up of tools, experts and community, Life Reimagined helps people reflect, evaluate priorities and take action to navigate transitions and new life phases. Learn more at <http://lifereimagined.aarp.org>.

About AARP

AARP is a nonprofit, nonpartisan organization, with a membership of more than 37 million, that helps people turn their goals and dreams into real possibilities, strengthens communities and fights for the issues that matter most to families such as healthcare, employment and income security, retirement planning, affordable utilities and protection from financial abuse. We advocate for individuals in the marketplace by selecting products and services of high quality and value to carry the AARP name as well as help our members obtain discounts on a

wide range of products, travel, and services. A trusted source for lifestyle tips, news and educational information, AARP produces AARP The Magazine, the world's largest circulation magazine; AARP Bulletin; www.aarp.org; AARP TV & Radio; AARP Books; and AARP en Español, a Spanish-language website addressing the interests and needs of Hispanics. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. AARP Foundation is an affiliated charity of AARP that is working to win back opportunity for struggling Americans 50+ by being a force for change on the most serious issues they face today: housing, hunger, income and isolation. AARP has staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. Learn more at www.aarp.org.

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