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FOR IMMEDIATE RELEASE

**Moose International Purchases Prime Property in Illini Plaza
First-Ever Concept Pilot to be Announced in July**

CHAMPAIGN, June 12, 2017— Moose International has purchased the 28,000 SF building in Illini Plaza, located at 1807 S. Neil Street. Moose, the iconic 129-year-old fraternal order and community service organization, has a rich history of providing social opportunities and activities through local lodges, but has selected the Champaign-Urbana community to launch a new, innovative concept, in addition to its traditional lodges. It is the organization's most significant expansion venture since the turn of the 20th century.

"This will be the nation's first-ever pilot of a concept we've been working on for three years," said Scott Hart, CEO of Moose International. "We've been developing an all-new idea for a new generation. It's firmly rooted in our rich history of serving communities and strengthening working families. We've intentionally chosen Champaign-Urbana to launch this new initiative and we're excited to be partnering here."

In 2014, the Chicago-area-based Moose organization began commissioning a group of leading brand, research, experience, and design partners to develop a completely new kind of community experience that is true to the historic core of Moose. Market planning and research identified particular resonance with the new concept in small and mid-sized metropolitan areas like Champaign-Urbana. Its strong community leadership and entrepreneurial spirit, along with the energy and enthusiasm for partnerships that serve the community, made Champaign-Urbana the perfect place to launch the life-changing concept.

"The purpose of this concept is to enrich the lives of modern, working professionals and families by providing two things they value most: quality time together as a family and a genuine sense of authentic community," said Hart.

"Modern working families are busier than ever. They're also forward thinkers whose careers and daily life are more dynamic and entrepreneurial than their parents' generation. Today's emerging style of workplace and social culture have changed, but the hopes and dreams of the next generation haven't," said Hart. "Moose has created a new kind of place to help families, workers, kids, entrepreneurs, and whole communities thrive in their aspirations."

The full concept and brand will be announced after the Fourth of July weekend following the official unveiling at the annual Moose International Convention in Tampa. Construction of this flagship concept will begin in the Fall, with the goal of opening late Spring 2018.

About Moose International

The Loyal Order of Moose is one of the world's oldest and largest fraternal order and community service organizations. With one million members and over 1,500 Moose Centers across the U.S., Canada, Great Britain, and Bermuda, it provides members with family-oriented social, dining, and sports activities. In local communities, members are known for volunteerism and community service. Nationally, the organization's main endeavors include Mooseheart Child City & School, a residential community and school for children whose families are unable to care for them; Moosehaven, a Florida retirement community for senior members; and Tommy Moose, a national first-responder program for police and rescue to help children in acute crisis situations. Mooseheart Child City & School is one of the longest-operating children's residential care facility in America. Its beautiful rural campus spans 1,000 acres and has its own ZIP code. Children receive the nurturing home, emotional development, and solid education they need to reach their full potential through the pioneering Mooseheart method of innovative and nationally recognized educational and family-living programs.

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