

**\*\*\*MEDIA ADVISORY\*\*\***

**GENWORTH BRINGS THE GENWELL<sup>SM</sup> TOUR TO LIBERTY SCIENCE CENTER**

The acclaimed consumer education campaign leverages a technology-enabled experience to encourage conversations about growing older

**WHAT:** Genworth continues the GenWell<sup>SM</sup> Tour with a one-of-a-kind interactive exhibit at Liberty Science Center from April 1<sup>st</sup> - April 10<sup>th</sup> 2016. Debuting at the Consumer Electronics Show (CES) earlier this year to rave reviews, the GenWell Tour – featuring the *Genworth Aging Experience* – is a nationwide consumer education campaign built to spark a national dialogue around the emotional, physical and economic effects of aging.

With 75 million baby boomers (nearly a quarter of the population) approaching retirement<sup>1</sup> and more than 70% of Americans over the age of 65 requiring some form of long term care during their lifetime<sup>2</sup>, aging, and the effects it has on loved ones, is a reality that impacts everyone. Thus, Genworth — in partnership with technology innovation firm Applied Minds — built the *Genworth Aging Experience*, using advanced technology to encourage an informed, intergenerational conversation about aging so as a society, we can better prepare for the future.

The *Genworth Aging Experience* is based on one fundamental idea: education through experience is the best way to build empathy and awareness. At the center of the exhibit is the R70i Aging Suit —an immersive, technology-enabled experience that allows participants to feel the effects of aging firsthand.

Using highly sophisticated computing and robotic technologies—such as fully immersive, real time augmented reality – the R70i Aging Suit simulates common, age-related impairments from cataracts to arthritis. While in the suit, participants are asked to conduct every day tasks – like walking or driving – with and without the imposed impairments to show how, comparatively, these activities become increasingly challenging as we age.

**WHERE:** Liberty Science Center  
222 Jersey City Boulevard  
Jersey City, NJ 07305

**WHEN:** April 1 – 3, 9:00 am – 5:30 pm EST  
April 4 – 8, 9:00 am – 4:00 pm EST  
April 9 – 10, 9:00 am – 5:30 pm EST

<sup>1</sup> Pew Center. "This year, Millennials will overtake Baby Boomers." January 16, 2015. <http://www.pewresearch.org/fact-tank/2015/01/16/this-year-millennials-will-overtake-baby-boomers/>

<sup>2</sup> 2015 Medicare & You, National Medicare Handbook, Centers for Medicare and Medicaid Services, September 2014.

## **About Genworth Financial**

Genworth Financial, Inc. (NYSE: GNW) is a Fortune 500 insurance holding company committed to helping families achieve the dream of homeownership and address the financial challenges of aging through its leadership positions in mortgage insurance and long term care insurance. Headquartered in Richmond, Virginia, Genworth traces its roots back to 1871 and became a public company in 2004. For more information, visit [genworth.com](http://genworth.com).

From time to time, Genworth releases important information via postings on its corporate website. Accordingly, investors and other interested parties are encouraged to enroll to receive automatic email alerts and Really Simple Syndication (RSS) feeds regarding new postings. Enrollment information is found under the "Investors" section of [genworth.com](http://genworth.com). From time to time, Genworth's publicly traded subsidiaries, Genworth MI Canada Inc. and Genworth Mortgage Insurance Australia Limited, separately release financial and other information about their operations. This information can be found at <http://genworth.ca> and <http://www.genworth.com.au>.

## **About Liberty Science Center**

Liberty Science Center ([LSC.org](http://LSC.org)) is a 300,000-square-foot learning center located in Liberty State Park on the Jersey City bank of the Hudson near the Statue of Liberty. Dedicated to bringing the excitement of science to people of all ages, Liberty Science Center houses 12 museum exhibition halls, a live animal collection with 110 species, giant aquariums, a 3D theater, the nation's largest IMAX Dome Theater, live simulcast surgeries, tornado and hurricane-force wind simulators, K-12 classrooms and labs, and teacher-development programs. More than half a million students, teachers, and parents visit the Science Center each year, and tens of thousands more participate in the Center's offsite and online programs. LSC is the most visited museum in New Jersey and the largest interactive science center in the NYC-NJ metropolitan area.

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