

FOR IMMEDIATE RELEASE
October 13, 2010

Assisted Living Concepts, Inc. Schedules Third Quarter Financial Results Conference Call

MENOMONEE FALLS, WISCONSIN – Assisted Living Concepts, Inc. (NYSE:ALC) announced that it plans to release its 2010 third quarter financial results before the New York Stock Exchange opens on Tuesday, November 2, 2010. The release will be posted on ALC's website at www.alcco.com. ALC has scheduled a conference call on Tuesday, November 2, 2010 at 10:00 a.m. (EST) to discuss its financial results for the third quarter. The toll-free number for the live call is (800) 230-1096 or international (612) 332-0335. A taped rebroadcast of the conference call will be available approximately three hours following the live call until midnight on December 2, 2010, by dialing toll free (800) 475-6701 or international (320) 365-3844 and using access code 174903.

About Us

Assisted Living Concepts, Inc. and its subsidiaries operate 211 senior living residences comprising 9,305 units in 20 states in the United States. ALC's residences typically consist of 35 to 60 units and offer residents a supportive, home-like setting and assistance with activities of daily living. ALC employs approximately 4,100 people.

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