

July 25, 2011

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

MENOMONEE FALLS, WISCONSIN – Assisted Living Concepts, Inc. (NYSE:ALC) announced that it plans to release its 2011 second quarter financial results after the New York Stock Exchange closes on August 4, 2011. ALC has scheduled a conference call on Friday, August 5, 2011 at 10:00 a.m. (ET) to discuss its financial results for the second quarter. The release will be posted on ALC's website at www.alcco.com. The toll-free number for the live call is (800) 230-1085 or international (612) 234-9960. A taped rebroadcast of the conference call will be available approximately three hours following the live call until midnight on September 5, 2011, by dialing toll free (800) 475-6701, or international (320) 365-3844; and using access code 210445.

About Us

Assisted Living Concepts, Inc. and its subsidiaries operate 211 senior living residences comprising 9,305 units in 20 states. ALC's senior living residences typically consist of 40 to 60 units and offer a supportive, home-like setting. Residents may receive assistance with the activities of daily living either directly from ALC employees or through our wholly owned home health subsidiaries. ALC employs approximately 4,100 people.

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