

FOR IMMEDIATE RELEASE

July 5, 2007

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

MILWAUKEE, WISCONSIN – Assisted Living Concepts, Inc. (NYSE:ALC) announced that it plans to release its 2007 second quarter financial results after the market closes on Tuesday, July 31, 2007. The release will be posted on ALC's website at www.alcco.com. ALC has scheduled a conference call on Wednesday August 1, 2007 at 10:00 a.m. (ET) to discuss its financial results for the second quarter. The toll-free number for the live call is 800-857-7001, or international 1-210-839-8500; the passcode is 080107, and leader name, Laurie Bebo. A taped rebroadcast will be available approximately one hour following the live call on August 1, 2007, until midnight on August 31, 2007 by dialing toll free 866-431-2907, or international 1-203-369-0954.

About Us

Assisted Living Concepts, Inc. and its subsidiaries operate 207 assisted living residences in 17 states with capacity for over 8,300 residents. ALC's assisted living residences typically consist of 35 to 50 units and offer residents a supportive, home-like setting and assistance with the activities of daily living. ALC employs approximately 4,500 people.

Forward-looking Statements

Statements contained in this release other than statements of historical fact are forward-looking statements. Forward-looking statements are subject to risks and uncertainties that could cause actual results to differ materially from those expressed in, or implied by, these statements. Risks and uncertainties are identified in ALC's filings with the SEC and include, but are not limited to: changes in the health care industry in general and the long-term care industry in particular because of political and economic influences; changes in regulations governing the industry and ALC's compliance with such regulations; changes in government funding levels for health care services; resident care litigation, including exposure for punitive damage claims and increased insurance costs, and other claims asserted against ALC; ALC's ability to maintain and increase census levels; ALC's ability to attract and retain qualified personnel; the availability and terms of capital to fund ALC's capital expenditures; changes in competition; and demographic changes. ALC assumes no obligation to update any forward-looking statement.

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Visit ALC's Website @ www.alcco.com