

**FOR IMMEDIATE RELEASE**

**April 6, 2011**

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

MENOMONEE FALLS, WISCONSIN – Assisted Living Concepts, Inc. (NYSE:ALC) announced that it plans to release its 2011 first quarter financial results after the New York Stock Exchange closes on Monday May 2, 2011. ALC has scheduled a conference call on Tuesday May 3, 2011 at 10:00 a.m. (ET) to discuss its financial results for the first quarter. The release will be posted on ALC's website at [www.alcco.com](http://www.alcco.com). The toll-free number for the live call is 877-209-9920 or international 612-332-0634. A taped rebroadcast of the conference call will be available approximately three hours following the live call until midnight on June 3, 2011, by dialing toll free 800-475-6701, or international 320-365-3844; and using access code 196057.

As previously announced, the annual meeting of stockholders of ALC will be held at W140 N8981 Lilly Road, Menomonee Falls, Wisconsin on Monday May 2, 2011 at 4:00 p.m. (CT). Stockholders and other interested parties who are unable to attend in person may listen to the annual meeting by dialing 800-230-1059.

**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.

For further information, contact:

Assisted Living Concepts, Inc.

John Buono

Sr. Vice President and Chief Financial Officer

Phone: (262) 257-8999

Email: [jbuono@alcco.com](mailto:jbuono@alcco.com)

Visit ALC's Website @ [www.alcco.com](http://www.alcco.com)