

## **Assisted Living Concepts, Inc. to Participate in Stifel Nicolaus Investor Conference**

MENOMONEE FALLS, WISCONSIN (January 4, 2008) – Assisted Living Concepts, Inc. (NYSE:ALC) announced that it will participate in the Stifel Nicolaus Senior Housing & Health Care Real Estate Conference on January 15, 2008 at The Ritz-Carlton, Lake Las Vegas in Henderson, Nevada.

Laurie A. Bebo, President and Chief Executive Officer is scheduled to participate in a panel discussion of industry issues and corporate strategies for 2008 beginning at 3:15 p.m. Pacific Time on January 15, 2008. In addition, Ms. Bebo and John Buono, Senior Vice President and Chief Financial Officer, will be available to meet with investors during the day.

### **About Us**

Assisted Living Concepts, Inc. and its subsidiaries operate 216 assisted living residences with capacity for over 9,000 residents in 20 states in the United States. ALC's assisted living residences typically consist of 35 to 60 units and offer supportive, home-like settings and assistance with the activities of daily living. ALC employs approximately 4,800 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.*

For further information, contact:

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