

**FOR IMMEDIATE RELEASE**

**July 23, 2010**

**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 2010 second quarter financial results after the New York Stock Exchange closes on Monday August 9, 2010. The release will be posted on ALC's website at [www.alcco.com](http://www.alcco.com). ALC has scheduled a conference call on Tuesday August 10, 2010 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) 230-1096 or international (612) 332-0107. A taped rebroadcast of the conference call will be available approximately three hours following the live call until midnight on September 10, 2010, by dialing toll free (800) 475-6701 or international (320) 365-3844 and using access code 165684.

**About Us**

Assisted Living Concepts, Inc. and its subsidiaries operate 211 senior living residences with capacity for approximately 9,400 residents 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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