

**FOR IMMEDIATE RELEASE**

**April 7, 2010**

**Assisted Living Concepts, Inc. Announces Call-In Information for Annual Stockholders Meeting and Schedules First Quarter Financial Results Conference Call**

MENOMONEE FALLS, WISCONSIN – Assisted Living Concepts, Inc. (NYSE:ALC) announced that stockholders and other interested parties who are unable to attend ALC's Annual Meeting of Stockholders to be held at 4:00 p.m. (CT) on Monday, May 3, 2010 will be able to listen to the meeting. The toll-free number to call and listen is 800-230-1085. The conference name is "ALC Annual Stockholders Meeting." A taped rebroadcast of the stockholders meeting will be available approximately three hours following the meeting by dialing toll-free 800-475-6701, or international 320-365-3844. The access code is 152968.

ALC also announced that it plans to release its 2010 first quarter financial results after the New York Stock Exchange closes on Monday, May 3, 2010. ALC has scheduled a conference call on Tuesday, May 4, 2010 at 10:00 a.m. (ET) to discuss its financial results for the first quarter. The earnings 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 800-230-1092 or international 612-332-0107; the conference name is "ALC First Quarter Results." A taped rebroadcast of the conference call will be available approximately three hours following the live call until midnight on June 4, 2010, by dialing toll free 800-475-6701, or international 320-365-3844; the access code is 152969.

**About Us**

Assisted Living Concepts, Inc. and its subsidiaries operate 211 assisted and independent 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.

For further information, contact:

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