

FOR IMMEDIATE RELEASE
February 4, 2010

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

MENOMONEE FALLS, WISCONSIN – Assisted Living Concepts, Inc. (NYSE:ALC) announced that it plans to release its 2009 fourth quarter financial results prior to the opening of the New York Stock Exchange on Friday, March 5, 2010. ALC has scheduled a conference call on Friday, March 5, 2010 at 10:00 a.m. (ET) to discuss its financial results for the fourth quarter. The release will be posted on ALC's website at www.alcco.com. The toll-free number for the live call is 800-230-1093 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 April 5, 2010, by dialing toll-free 800-475-6701, or international 320-365-3844; and using access code 145335.

About Us

Assisted Living Concepts, Inc. and its subsidiaries operate 212 assisted living residences with capacity for over 9,200 residents in 20 states in the United States. ALC's assisted living 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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