

FOR IMMEDIATE RELEASE

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Bell-Ringing Ceremony Celebrates Assisted Living Concepts, Inc.'s 2009 Successes

MENOMONEE FALLS, WISCONSIN – Assisted Living Concepts, Inc. (NYSE:ALC) announced it will ring the closing bell at the New York Stock Exchange this Friday, April 9, 2010, to celebrate its 2009 business successes. “We improved margins and increased private pay occupancy during 2009 and positioned ALC for future profitability improvement,” said Laurie Bebo, President and Chief Executive Officer, who will be joined by her team of ALC executives when she rings the bell that marks the close of the stock trading day. “This is an opportunity to share in the excitement of what we are building at ALC – enhancing the lives of the seniors we serve, improving employee satisfaction, and increasing shareholder returns.”

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.

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