



SENIOR CARE®

CENTERS OF AMERICA

Senior Care Centers of America Completes Multi-Center Acquisition in New Jersey

TREVOSE, PA – March 1, 2011 – Senior Care Centers of America, the second largest operator of adult day health centers in the United States, announced today the acquisition of the adult day health services business of South Jersey Healthcare. The adult day health services business consists of two adult day health centers located in Salem County and Cumberland County, New Jersey.

Consistent with its branding process, the name of the newly acquired centers have been changed to **Senior Care of Bridgeton** and **Senior Care of Salem**. With this acquisition, Senior Care now operates 11 adult day health service centers in New Jersey, with its first center in Salem County, and its second center in Cumberland County.

“South Jersey Healthcare and its staff have an excellent reputation for providing high quality care and services to adults in need,” said Jim Donnelly, President and CEO for Senior Care. “We are committed to ensuring a smooth transition so all clients will continue to receive the highest level of care they have come to expect and deserve.”

Designed to be a cost effective alternative to home health services, nursing homes and assisted living facilities, Senior Care’s state-of-the-art centers offer a daytime program of nursing care, social services, nutritious meals and therapeutic activities for elderly and disabled adults.

About Senior Care Centers of America

Senior Care is the premier provider of adult day health services in the United States with a total of 24 centers in New Jersey, Pennsylvania, Connecticut and Mississippi. The Company is the leading independent provider in its core markets. Each of its adult day health centers enables frail, elderly or disabled adults to live at home and remain independent in their communities while receiving health care and supervision during the day, as well as providing relief and respite for caregivers. For more information visit www.seniorcarectrs.com or call 1-215-642-6600.