



SENIOR CARE CENTERS OF AMERICA ANNOUNCES MERGER WITH ACTIVE DAY TO BECOME THE LARGEST OPERATOR OF ADULT DAY SERVICES IN THE U.S.

Trevose, PA (Sept. 26, 2011) – Senior Care Centers of America, the second largest operator of adult day services, announced today that Active Day, the largest operator of adult day services, has agreed to merge with Senior Care. The combined organization will have 76 centers in 11 states and will substantially surpass the size of its nearest competitor. After the merger, Active Day will be a subsidiary of Senior Care, and the ownership of Senior Care will remain essentially unchanged. Jim Donnelly, CEO of Senior Care, will lead the combined organization. Selected members of the Active Day management team will continue to work in the combined entity. The merger is expected to close in November 2011.

According to Mr. Donnelly, “Active Day and Senior Care have both been leaders in adult day services and have been providing quality care for many years in adjacent geographies. Combining our resources is a natural step. Together we’ll continue to champion our cost-effective alternative to home health, nursing homes and other long-term care. “

“The combined forces of Active Day and Senior Care will benefit the industry and promote the well being of the thousands of participants in our centers every day,” commented Peter Harris, Chairman of Active Day. “This strategic transaction is a significant and positive development in the continued expansion of adult day services in the U.S.”

About Senior Care Centers of America

[Senior Care](#) is a premier provider of adult day health services in the United States with 27 centers in New Jersey, Pennsylvania, Connecticut and Mississippi. Senior Care 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.

About Active Day

[Active Day](#) was founded in 1995 with the goal of creating a nationwide network of community-based health care services to meet the needs of adults with disabilities, the elderly and their caregivers. Since then, Active Day has created the largest network of owned and operated centers for medical adult day services, including in-home personal care and outpatient rehabilitation in selected locations. This network of 49 centers in 7 states provides adult day services to more than 3,000 participants.

More Information: Call Craig Mehnert, Chief Operating Officer of Senior Care, at 215-642-6600