



SENIOR CARE[®]
CENTERS OF AMERICA

Senior Care Centers of America Acquires Valley Crest Adult Day Center

TREVOSE, PA – January 15, 2010 – Senior Care Centers of America, the second largest operator of adult day health centers in the United States, announced today the acquisition of the Valley Crest Adult Day Center located in Wilkes Barre, Pennsylvania.

Simultaneous with the acquisition of the Valley Crest Adult Day Center, the program and its participants have been relocated to Senior Care's brand new, state-of-the art adult day health facility located at 1122 Highway 315 Boulevard, Wilkes Barre, Pennsylvania. This facility, **Senior Care of Plains**, officially opened its new doors on January 8, 2010, and in addition to the participants it will transition from Valley Crest, it will also continue to serve residents of Luzerne County as it has over the past year. The acquisition of Valley Crest will allow Senior Care to expand its presence in Luzerne County, Pennsylvania, and continue its overall growth in Pennsylvania. In addition to Luzerne County, Senior Care has various adult day centers in Delaware, Montgomery and Philadelphia counties of Pennsylvania.

"The Valley Crest Adult Day Center and its staff have an excellent reputation for providing high quality care and services to adults in need," said Jim Donnelly, President and CEO of 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."

One of the faster growing options in the health care industry, adult day health centers provide a structured daytime program of health, social services, and activities in a safe, caring environment, enabling elderly and disabled clients to live at home and remain in their communities.

About Senior Care Centers of America

Since its founding in 1988, Senior Care has developed a growing network of more than 20 adult day health centers located in four states (New Jersey, Pennsylvania, Connecticut and Mississippi). It is currently the second largest provider of adult day health services in the country based on the number of centers owned and operated. 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 provide relief and respite for the caregivers. For more information visit www.seniorcarectrs.com or call 1-215-642-6600.