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ONE EIGHTY ANNOUNCES KEY LEADERSHIP CHANGES

True to their tagline, One Eighty is twisting up their thinking.

SEATTLE, Wash., (April 30th, 2010) – One Eighty, parent company of Leisure Care Retirement Communities and other hospitality-based companies, announced a number of changes to the executive suite at their downtown Seattle headquarters. The hospitality-focused business growth and management company is known for its innovative approach to business and focus on human capital. These changes serve as another example of the company's commitment to ensuring that employees will have the opportunity to follow their passions and create "dream jobs" - at any level of the company.

With momentum building for senior housing services outside the United States, Bob Westermann has been promoted to President of One Eighty International Holdings, LLC. Bob has been with the company for 20 years with a primary focus on operations. For the last three years, Mr. Westermann has been focused on growing One Eighty's business outside the U.S. "Bob has done an amazing job of building interest for our senior housing products and services outside the United States. This was an initiative that Bob brought to the table several years ago and it is exciting to watch it come to fruition," said Dan Madsen, One Eighty Chairman and CEO. One Eighty has formed partnerships in India and Mexico and is currently developing communities in both countries with many more to follow.

One Eighty's flagship business, Leisure Care, will also see change. Tana Gall was announced as the new President of Leisure Care. Mrs. Gall joined the company 15 years ago in the public relations department and has more recently been focused on growing Leisure Care's domestic business and day-to-day operations. While the company has been operating for nearly 35 years, Gall is only the third person to hold the post of President at Leisure Care. "Tana has played a huge roll in helping to grow this company. She has an unparalleled passion for the people that work here and a clear vision for the future. As the Chairman and CEO, you have to put the right people in the right place to succeed. You do that by watching momentum. Tana has so much momentum now and has for quite awhile. I am so excited for her and the company," said Madsen.

In June 2008, Dan Madsen announced the launch of One Eighty. The new company was established to serve as a parent company to Leisure Care and create a platform for building and operating a number of new hospitality-based businesses including Edibility and Twist Travel. Yesterday, One Eighty reconfirmed their commitment to growing their line of ancillary businesses that support their senior housing business and announced that Andy Gomes, Chief Operating Officer for One Eighty, will head up this division. Andy joined the company nearly 20 years ago as a general manager at a Leisure Care community. He has most recently served as COO for Leisure Care. "Andy has a proven track record for building successful businesses. He has studied operations for years and there is nobody better prepared to take on this challenge," said Madsen.

The company also announced two other changes.

Hoyt Scott was promoted to Vice President of Development. Mr. Scott has had a huge impact on One Eighty's business in Mexico and India. "Hoyt has grown tremendously in the last couple years. He has built a terrific development team here at One Eighty and is primed for even more success in the years to come," said Madsen.

Jason Childers was promoted to Senior Vice President of Leisure Care. Jason joined the company eight years ago in the market research department and has more recently been focused on One Eighty's brand strategy efforts. "Jason has been very involved in the strategic development of many of our company's businesses and strategies for several years now. He is a strong leader and I am confident that, along with Tana, Leisure Care is in very good hands," said Madsen.

About One Eighty Leisure Care, LLC

One Eighty is a privately-held company located in downtown Seattle, Washington. Chairman and CEO, Dan Madsen has developed a combination of people, platform and pipeline focused on changing the way business is done. His drive is to make One Eighty not only a great company to work with, but also a great company to work for. Since 1988, his business philosophy has been simple – Always put people first and positively impact the lives of employees, customers and business associates everyday. This philosophy has been applied to One Eighty's senior housing brands (*Leisure Care, Leisure Care Premiere, Dolcetto and Signature 180.*) They operate over 40 communities and nearly 7,000 units in the United States, Canada, India, and Mexico. One Eighty is also a partner in NASCAR race team One Eighty Racing and owns hospitality brands Twist Travel™, PrimeFit™ and Edibility™. For more information visit www.oneeightytwist.com.

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