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Emeritus Senior Living Launches Commitment to Brain Health Lifestyle™

Appoints Dr. Paul Nussbaum as Director of Brain Health

Seattle, Washington – April 20, 2010 –Emeritus Senior Living announced the appointment of Dr. Paul Nussbaum as its Director of [Brain Health](#) as part of a commitment to champion a comprehensive Brain Health Lifestyle™ for its employees and residents and their families. Currently, an estimated 5.3 million Americans live with [Alzheimer's](#) and with prevalence expected to double over the next 20 years, Emeritus is taking steps to promote brain health education and lifestyle changes that can delay or possibly prevent its onset.

Dr. Nussbaum is a nationally recognized neuropsychologist who specializes in healthy aging. He has devoted his life's work to studying the brain and promoting brain health, and is working with Emeritus to introduce the Brain Health Lifestyle™ to its residents and employees nationwide.

The Brain Health Lifestyle™ aims to stimulate the brain on a daily basis in five key areas: physical fitness, mental stimulation, socialization, nutrition and spirituality. Emeritus is placing an emphasis on brain health education and will be teaching its communities how to incorporate the Brain Health Lifestyle™ into the daily lives of its employees, residents and their families. The company will be rolling out program elements to address each of the five key areas over the coming months.

“It has become increasingly clear that there are numerous steps that we can and should be taking to improve the health of our brains in order to prevent memory loss, increase happiness and promote the emotional wellbeing of our residents and employees,” commented Granger Cobb, President and Co-CEO of Emeritus Senior Living. “We are very pleased to have Dr. Nussbaum join us in this new role, in order to help formalize our program and put it into effect in our communities.”

Dr. Paul Nussbaum added: “When we regularly incorporate activities from each of the five key areas of the Brain Health Lifestyle, we are able to nurture our brain by exposing it to new and complex environments, which promotes brain health to fight memory loss. Activities like learning a new language, reading and writing, tai chi and regular exercise, and even dancing, all help to further develop our brain cells. Studies have shown that these activities keep the brain sharp and can help to delay the onset of Alzheimer's and

dementia. I look forward to working with Emeritus Senior Living, its employees and its residents to make brain health an important part of daily activities.”

Take a brain health assessment at http://www.emeritus.com/brain_health_assessment_tool/. Dr. Paul Nussbaum will be providing regular brain health tips, and contributing blog posts at http://www.emeritus.com/resources/brain_health/. Please check back often for updated information and recommendations.

About Emeritus Senior Living

Emeritus Corporation is a national provider of assisted living and Alzheimer's and related dementia care services to seniors. Emeritus is one of the largest and most experienced operators of freestanding assisted living communities located throughout the United States. These communities provide a residential housing alternative for senior citizens who need assistance with the activities of daily living, with an emphasis on personal care services, which provides support to the residents in the aging process. Emeritus currently operates 316 communities in 36 states representing capacity for approximately 27,500 units and approximately 32,800 residents. Our common stock is traded on the New York Stock Exchange under the symbol ESC, and our home page can be found on the Internet at www.emeritus.com.

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