



HEALTH CARE GROUP CHANGES NAME TO REFLECT FOCUS ON DEVELOPING AND MANAGING MEMORY CARE COMMUNITIES

Company to Focus Entirely on ActivCare® Residential Memory Care Platform

SAN DIEGO - Dec. 8, 2011 - Senior housing and health care management company Health Care Group is now focusing solely on its ActivCare® residential memory care platform under its new name ActivCare Living.

The San Diego-based company intends to grow and expand its presence in Southern California with its residential memory care communities, including ActivCare at Bressi Ranch, which opened in Carlsbad, Calif. this past November adding 60 new jobs to the region, Long Beach-based ActivCare at Brittany House, which serves more than 100 residents with memory loss, and a future community in East Chula Vista, which the organization is currently planning.

The ActivCare platform, from which the company's new name is taken, is a proven trademarked program established in 1988 to enhance the lives of those with memory loss.

"For the past 25 years we have cared for more than 4,000 individuals with memory loss through our ActivCare program at our various senior communities," said W. Major Chance, founder and chief executive officer. "This strategic direction allows us to focus entirely on what we do best, as well as address a growing need. As the baby boom generation reaches 75 years and older, there will be a tremendous increase in the number of individuals who experience the different stages of memory loss."

Chance adds that research suggests nearly one of every two people over the age of 85 have memory loss, and 1 in 8 over the age of 65. ActivCare Living communities support individuals experiencing all stages of memory loss from Alzheimer's disease or related dementia, including mild cognitive impairment.

“Whether at the early or late stages of memory loss, ActivCare Living aims to offer specialized living communities that exclusively serve the changing needs of those afflicted by memory loss,” said Chance. “Each ActivCare community provides personalized and compassionate memory care for residents in a safe and secure home-like environment.”

In addition, ActivCare Living provides family members with a number of resources, including educational forums and support groups, to help them better understand and help loved ones.

For more information about ActivCare Living, visit www.activcareliving.com.

About ActivCare

ActivCare Living develops and manages communities designed to enhance the lives of those with memory loss. Whether in the early or late stages of memory loss, ActivCare’s propriety programs, experienced staff and compassionate care offer a new life to affected individuals and hope to their families. For more information about ActivCare Living and its communities, please contact 858.565.4424 or visit www.activcareliving.com.