

Press Release

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FOR IMMEDIATE RELEASE
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THE LASALLE GROUP NAMES JOSEPH E. JASMON AS CHIEF OPERATING OFFICER

IRVING, March 11, 2014: The LaSalle Group, Inc., a national leader in memory care, has announced the appointment of Joseph E. Jasmon as the company's first Chief Operating Officer. The creation of this new position was important in the overall scope of the organization and its focus for 2014 and beyond due to the amount of growth that the company is experiencing. In this capacity, Jasmon will provide operational leadership to The LaSalle Group, which builds and owns Autumn Leaves® memory care communities across the country; as well as oversee The LaSalle Group's four divisions: Winfield Design, LLC; MWW Development, LLC; Lake Superior Contracting, LP and Constant Care Family Management.

"I am thrilled to work with the entire team at The LaSalle Group and Autumn Leaves," said Jasmon. "This is a company that is growing, operates at the very highest levels of excellence and has a stellar reputation in the communities it serves. That's a great

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combination. Furthermore, I'm absolutely committed to the company's mission, to be the best and preferred memory care provider."

As Chief Operating Officer, Jasmon will also participate as a key member of the Executive Leadership Team, focusing on strategic initiatives for the overall company. Additionally he will direct and oversee the expansion efforts of the business, as well as research and develop new business opportunities in conjunction with the strategic vision of the CEO and long term goals of the company.

Jasmon joins The LaSalle Group from American Healthcare Management Group (AHMG) where he served as managing partner. During his time at AHMG, Jasmon served as Chief Implementation Officer for Good Shepherd Health System in Longview, Texas. Prior to that, Jasmon served as Executive Vice President/COO for Renown Health System and Executive Vice President/COO at Saint Mary's Regional Medical Center, both located in Reno, Nevada. Additional leadership roles with Caritas Christi Healthcare System, Memorial Health System and Quorum Health Resources, round out Jasmon's 25+ years of experience in operational improvement and optimization of resources. He earned both his Bachelor of Arts degree and Masters of Business Administration at the University of Illinois and is a member of the American College of Healthcare Executives and Medical Group Management Association.

"We're very proud to have Joe on our team," said Mitchell Warren, Chief Executive Officer of The LaSalle Group, Inc. "Given his extremely successful track record in real estate and healthcare operations, I'm confident Joe's leadership will assure that the highest level of care is delivered by the entire operations team while achieving the

highest quality outcomes. Joe has been a member of our team since the beginning of the year and I have seen his dedication and compassion to the goals and mission of our organization, as well as great compassion for our residents.”

To set up an interview with Joseph E. Jasmon or for more information, call Amy Jones at (214) 890-7912 or ajones@fortegroupinc.com.

ABOUT THE LASALLE GROUP

Family owned and operated since 1990, The LaSalle Group, Inc. designs, develops, builds, manages, and owns 35 Autumn Leaves® Memory Care Assisted Living communities designed specifically for people with Alzheimer’s and other forms of dementia; as well as other specialized real estate and businesses throughout the United States. For more information about our business lines, services, current projects, and investment opportunities, please visit LaSalleGroup.com or call Robin Carter, Assistant Vice President of Marketing and Communications at 800-452-7255.

Photo Courtesy The LaSalle Group:

Photo 1: Joseph E. Jasmon, Chief Operating Officer. The LaSalle Group, Inc.