

Executive Announcement

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JOE JASMON, COO OF THE LASALLE GROUP, IS FEATURED PANELIST AT UPCOMING SENIOR HOUSING CONFERENCE

IRVING – Joseph E. “Joe” Jasmon, Chief Operating Officer of The LaSalle Group, Inc., a national leader in memory care, will speak at the inaugural InterFace Seniors Housing Southeast conference, which takes place August 20-21 in Atlanta.

The conference is co-sponsored by Seniors Housing Business magazine and the InterFace Conference Group, a division of France Media, Inc. the largest commercial real estate publisher in the United States.

As part of a panel discussion, Jasmon will tackle the question, “The Outlook for Seniors Housing Development—What’s Being Built? And is it Too Much (or Not Enough)?”

The two-day conference will focus on the state of seniors housing investment, development, financing, and operations across markets in the Southeast. The

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conference will also offer an economic outlook for the region, broadly as well as from the perspective of commercial real estate and seniors housing, and will offer insight on demographics and data points for Southeast markets.

Other topics on the agenda include: Seniors housing investment and development activity and opportunities; the economic outlook for the Southeast and how it will impact the seniors housing market; the availability of debt and equity capital for seniors housing investment and development projects; operations trends and issues impacting the bottom line; and demographic trends and supply/occupancy numbers in the Southeast.

Business leaders active in seniors housing in the Southeast -- Georgia, Florida, Alabama, Tennessee, South Carolina, and North Carolina – will be in attendance at the event. Currently, The LaSalle Group owns and operates three communities in the Southeast region: Autumn Leaves of Sugarloaf in Suwanee, Ga., Autumn Leaves of Towne Lake in Suwanee, Ga., and Autumn Leaves of Stockbridge in Stockbridge, Ga. In total, The LaSalle Group owns and operates 36 communities in four states.

The event is produced by InterFace Conference Group, a division of France Media, Inc. which publishes Seniors Housing Business, Student Housing Business, Shopping Center Business, Heartland Real Estate Business, Texas Real Estate Business, Southeast Real Estate Business, Northeast Real Estate Business, and Western Real Estate Business, along with ten E-newsletters and numerous news and information sites.

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ABOUT THE LASALLE GROUP

Family owned and operated since 1990, The LaSalle Group, Inc. designs, develops, builds, manages, and owns 36 Autumn Leaves® Memory Care communities designed specifically for people with Alzheimer's and other forms of memory impairment, 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 Kristin Dupont at 800-452-7255.

Photo Courtesy The LaSalle Group:

Photo 1: Joseph E. Jasmon, COO, The LaSalle Group, Inc.