

THE LASALLE GROUP

545 E. John Carpenter Freeway, Ste. 500
Irving, TX 75062
Phone: 800-4-LaSalle (1-800-452-7255)
LaSalleGroup.com

Pres  e

Contact: Kristin Dupont
kdupont@lasallegroup.com

FOR IMMEDIATE RELEASE
October 28, 2014

CHRISTOPHER RIO NAMED EXECUTIVE VICE PRESIDENT – MANAGEMENT AT THE LASALLE GROUP

IRVING, OCTOBER 28, 2014: The LaSalle Group, Inc., a national leader in memory care, announces the recent promotion of Christopher Rio to Executive Vice President -- Management. In this capacity, he will lead the company's Management Division, Constant Care Family Management, as its President, and will participate as a key member of the Executive Leadership Team, focusing on strategic initiatives for the overall company. In this new position, Rio adds responsibility for sales, healthcare, hospice, training, and assisting with the company's diversification efforts. This is in addition to his responsibility of management operations for LaSalle's senior living brands, including 36 Autumn Leaves® memory care communities. Rio has managed operations since joining The LaSalle Group in 2014 as Vice President of Management.

"Chris has brought exceptional skills and talent to the organization and we feel he is more than qualified to manage these additional areas," said Mitchell Warren, Chief Executive Officer of The LaSalle Group, Inc. "He's a true servant leader with a broad

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CHRISTOPHER RIO NAMED EXECUTIVE VICE PRESIDENT
OF MANAGEMENT AT THE LASALLE GROUP

PAGE 2

base of experience in senior living at all levels as well as real estate. Chris understands that our success depends on the great people we have in our communities, and he's dedicated to providing them with the support and mentoring they need."

"I've been thrilled to be part of the team at The LaSalle Group and am very excited about this new opportunity," said Rio. "We are a growing organization with great opportunities ahead of us through expansion and diversification. I believe our operations service model provides an opportunity to perfect the manner in which we provide care and enrich the lives of the residents and family members we serve. I look forward to continuing to support all members of our community, regional, and home office teams in an effort to promote their personal and professional growth."

Rio brings more than 25 years of experience at the executive level, including 12 years in senior living, to his position. He joined The LaSalle Group from Senior Living Communities in Charlotte, N.C., where he served as Executive Vice President of Operations. During his time at Senior Living Communities, he provided operational asset management and P&L oversight for the company's Continuing Care Retirement Community (CCRC) portfolio, with more than 1,800 units. Rio's prior senior living experience also includes serving as Executive Vice President of Operations for Southern Assisted Living, Inc.'s 47-community portfolio. His corporate, multi-site operations, and property development experience also includes varied leadership roles in the health care services, hospitality, commercial real estate, and restaurant sectors. Rio earned his Bachelor of Science degree in Business Administration and Real Estate at the University of Denver and holds a Senior Real Estate Specialist designation.

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CHRISTOPHER RIO NAMED EXECUTIVE VICE PRESIDENT
OF MANAGEMENT AT THE LASALLE GROUP

PAGE 3

“Chris will be creating and implementing a new and innovative community and area based organizational structure, and will bring together operations and healthcare to further enhance The LaSalle Group’s efforts, community by community,” said Joe Jasmon, Chief Operating Officer of The LaSalle Group, Inc. “I am very excited to work with Chris as we grow our organization and truly impact the lives of so many.”

To set up an interview with Christopher Rio or for more information, call Kristin Dupont at 214-845-4428 or kdupont@lasallegroup.com.

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 partnership opportunities, please visit LaSalleGroup.com or call Kristin Dupont at 800-452-7255.

Photo Courtesy The LaSalle Group:

Photo 1: Christopher Rio, Executive Vice President -- Management, The LaSalle Group, Inc.