



FOR IMMEDIATE RELEASE

**The LaSalle Group, Inc. and Constant Care Management Company
Announce New Leadership**

Dallas-Based Developer and Management Companies in Alzheimer's and Memory Care Assisted Living Remain at Forefront of Industry, Continue Focus on Family Approach and Expansion

DALLAS, August 11, 2008 – Formerly under joint operation, leading assisted living real estate developer, The LaSalle Group, Inc. (LaSalle), and management organization, Constant Care Management Company (CCMC), announced changes to their corporate structures and a new generation of leaders. With plans to expand the companies specialized assisted living services to new markets and regions in 2008 and 2009, including Houston and Florida, the new leadership team is poised to ensure both companies' continued growth and innovation in the Alzheimer's and memory care assisted living and construction industry.

Starting in 1999 through the partnership of nationally experienced real estate developer Win Warren and nationally recognized memory care specialist Jane Anderson, LaSalle introduced a groundbreaking approach to the development and management of assisted living communities for aging adults through its Autumn Leaves® residences. That same year, affiliate CCMC was formed to skillfully manage and oversee the day-to-day operations of all of LaSalle's care facilities. To date, LaSalle and CCMC have successfully constructed and operated 10 residences together, with a new organizational framework and leadership team now in place to expand both brands even further.

Continuing the values and expertise of the family-owned and operated business model, the son of Win Warren, Mitchell W. Warren, has taken post as president of the company and is now overseeing all day-to-day operations, including continued expansion plans for the company and complete asset management. Warren was LaSalle's former vice president of development. Chad J. Anderson, the son of Jane Anderson and the former vice president of operations for LaSalle and CCMC, has assumed the role of president of the now independently run entity, CCMC.

In his former role, Warren successfully spear-headed LaSalle's expansion plans throughout the DFW Metroplex and Chicago, with responsibilities ranging from new business to new residence planning and development. Previously responsible for managing LaSalle's Autumn Leaves® branded residences, as well as establishing standardized operating policies and procedures, Anderson now will expand his focus to all operational functions for CCMC, while maximizing growth and managing all future strategic partnerships for the company.

"We're eager to expand our leadership roles while continuing the legacy our family began in providing exceptional, quality care for all of our residents," explained Chad Anderson, president of CCMC. "Although independent entities, CCMC and LaSalle will continue to work hand-in-hand to stay at the forefront of this industry."

"With aggressive expansion plans anticipated in the years to come, from Texas to Chicago and beyond, all of our partners can rest assured that our new structure puts us in line for an exciting period of growth and continued leadership in every aspect of the aging adult care space," revealed Mitchell Warren, president of LaSalle.

These structural changes come at an ideal time for both companies, positioning LaSalle and CCMC for even more success in the midst of a huge growth period for the industry as a whole. Staying closely aligned with research groups and organizations nationwide that are dedicated to learning more about Alzheimer's and other forms of dementia as well as finding a cure for these destructive diseases, both companies remain at the forefront of the industry, constantly incorporating the latest findings and care techniques into their services.

As always, both companies will continue to focus on providing the highest level of care to residents, their families and employees. With this philosophy and mission, LaSalle and CCMC will continue to grow at a smart and steady pace with a dedication to maintaining the close-knit and family-based company culture its employees have come to expect.

LaSalle and CCMC announced several additional changes to their leadership teams to further support the companies' missions and expansion plans. For more information and updates, visit www.LaSalleGroup.com and www.ConstantCare.com.

About The LaSalle Group

Family-owned and operated, The LaSalle Group (LaSalle) is an innovative leader in the fields of real estate development and residential and commercial construction, founded in 1991. In 1999, founder and chairman, Win Warren focused the direction of the company on providing quality care facilities to the growing population of aging adults, and LaSalle is now actively shaping the future of the senior living industry as well as other specialized real estate. Specializing in developing facilities for adults with Alzheimer's and other forms of dementia, as well as independent and assisted living retirement communities for aging adults, the Autumn Leaves® and Autumn Oaks branded residences provide a wide range of ground-breaking care and living options. For more information on these entities, view www.LaSalleGroup.com or call 1-800-452-7255. "Our Family Serving Your Family."

About Constant Care Management Company

Family-owned and operated, Constant Care Management Company (CCMC) manages the daily operation and marketing for all of its customers. Founded in 1999 by Jane Anderson and Win Warren CCMC focuses on the senior living industry and other specialized real estate. The cornerstone of CCMC's business, the Autumn Leaves® brand of assisted living residences, created by Jane Anderson and Win Warren, is uniquely designed for individuals with Alzheimer's disease and other forms of dementia. There are currently seven Autumn Leaves® locations in the Dallas/Fort Worth Metroplex and two locations in the greater Chicago area. There is one Autumn Oaks residence located in North Texas, which offers both independent and assisted living to aging adults. CCMC oversees all aspects of management and marketing for these communities, including health care and nursing, dietary operations and life enrichment programs as well as family support groups, educational seminars and ongoing feedback to help families better understand their loved one's situation. For more information on these entities, view www.ConstantCare.com or call 1-800-452-7255. "Our Family Caring For Your Family."

Media Contact:

Ashley Johnson
Vollmer Public Relations
972-488-4790
Ashley@vollmerpr.com