



Contact:
Holly Gould
Executive Director of Consumer Relations
& Communications
(414) 908-8147

FOR IMMEDIATE RELEASE

July 26, 2010

**TWENTY-SEVEN EXTENDICARE HEALTH CENTERS EARN NATIONAL RECOGNITION
FOR CONTINUOUS QUALITY IMPROVEMENT**

MILWAUKEE, WI – July 26, 2010 – Extendicare Health Services, Inc. announced today that 27 of its health centers are the proud recipients of the American Health Care Association and the National Center for Assisted Living's (AHCA/NCAL) *Bronze – Commitment to Quality*, National Quality Award in recognition of their strong commitment to continuous quality improvement.

The health centers receiving the award are:

Indiana

Canterbury Nursing and Rehabilitation Center
Eastgate Manor Nursing and Rehabilitation Center
Elkhart Rehabilitation Center

Kentucky

Medco Center of Hardinsburg
Medco Center of Paducah
Medco Center of Franklin
Richmond Health and Rehabilitation Complex –
Kenwood

Michigan

Tendercare Gaylord
Tendercare Portage
Tendercare Sault Ste. Marie
Tendercare Tawas City
Tendercare Traverse City

Minnesota

Galtier Health Center
Texas Terrace Care Center

Ohio

Arbors at Clyde
Arbors at Milford
Arbors at Sylvania
Maple Wood Care Centre
Rocksprings Rehabilitation Center

Pennsylvania

Broad Acres Health and Rehabilitation Center
Broad Mountain Nursing and Rehabilitation Center
Havencrest Nursing Center
Oak Hill Nursing and Rehabilitation Center

Washington

Crestwood Convalescent Center
Puget Sound Health Care Center

Wisconsin

American Heritage Care Center
The Willows Nursing and Rehabilitation Center

"The AHCA/NCAL Quality Awards – comprised of three levels, *Bronze – Commitment to Quality* award; a more rigorous *Silver – Achievement in Quality* award; and a comprehensive *Gold – Excellence in Quality* award – are the most prestigious recognition of quality within the long term care profession," stated AHCA/NCAL President and CEO, Bruce Yarwood. This *Bronze – Commitment to Quality* award recognizes dedicated frontline caregivers, administrators, nurses and physicians, who demonstrate their commitment to quality of care in order to meet the needs for our nation's most vulnerable population.

As a *Bronze* award recipient, these health centers demonstrated their organization-wide commitment to a customer-focused facility mission, defined its principal customers and their expectations, and indicated ways that they are striving to meet their needs.

- more -

"The Quality Award program is an independently judged, criteria-based, award program. This year, only 456 long term care centers nationwide received this noteworthy award and we are pleased to be counted among them. We are proud of this accomplishment and thank our team members for their strong commitment to excellence," said Tim Lukenda, Chairman and CEO of Extendicare Health Services, Inc.

AHCA/NCAL's Quality Award is modeled after the criteria of the Malcolm Baldrige National Quality Award, the nation's premier award recognizing distinguished achievements. AHCA/NCAL's award is designed to support both continuous quality improvement efforts in long term care by promoting quality awareness and education and to recognize quality achievements.

About Extendicare

Extendicare Health Services, Inc. located in Milwaukee, Wisconsin is a wholly owned subsidiary of Extendicare Real Estate Investment Trust, or Extendicare REIT, (TSX symbol "EXE.UN"). Extendicare REIT is a leading North American provider of long-term and short-term senior care services through its network of owned and operated health care centers. We employ 37,700 qualified and experienced individuals dedicated to helping people live better through a commitment to quality service that includes post-acute care, rehabilitative therapies and home health care services. Our 258 senior care centers in North America have capacity for approximately 28,900 residents.

For more information about this announcement, please contact:
Holly Gould, Executive Director of Consumer Relations & Communications • (414) 908-8147
Extendicare Health Services, Inc.
111 West Michigan Street • Milwaukee, WI 53203 • www.extendicare.com

###