



**Diversified Healthcare Designates October 25th – 29th
'Pink Glove Week' at its Facilities**

FOR IMMEDIATE RELEASE

Diversified Healthcare, L.L.C., Tuesday, October 11, 2010 – Diversified Healthcare, L.L.C. announced today that in recognition of October's Breast Cancer Awareness Month, it has designated October 25th – October 29th 'Pink Glove Week' at all of its skilled nursing facilities in Louisiana and Texas.

To help raise awareness and in support of the National Breast Cancer Foundation, staff at the Company's facilities will wear pink exam gloves during the week in addition to offering the gloves to visitors and clinical personnel in the facility. The facilities will also donate gloves to other healthcare providers within their communities to help raise awareness.

Diversified Healthcare's facilities will kick-off the week with a "pink balloon launch" on October 25, 2010 at 9:00 AM in front of their facilities. Facilities in Louisiana participating in the campaign will be Grace Health and Rehab in Clinton, Jo Ellen Smith Living Center in New Orleans, Lake Charles Care Center in Lake Charles, Maison du Monde Living Center in Abbeville and Brookhaven Nursing Center in Carrollton, Texas.

Diversified Healthcare, L.L.C. is a healthcare management company dedicated to serving the needs of the elderly through skilled nursing facilities. A professionally owned and operated company, it manages five facilities in southern Louisiana and the Dallas, Texas area.

Diversified Healthcare corporate headquarters is located in Baton Rouge, Louisiana. For more information, please visit the Company's website at www.dhcompanies.com.