

NEWS RELEASE

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FOR IMMEDIATE RELEASE

Lititz, Pennsylvania, April 2, 2008



LutherCare Welcomes New CEO/President – Carl R. McAloose

LutherCare is pleased to announce the appointment of Mr. Carl McAloose as the new President and CEO. LutherCare's Board of Directors voted unanimously to appoint Carl who began serving LutherCare on March 25, 2008.

Carl is an accomplished senior executive and spent 15 years in leadership positions. Most recently he served as Vice President, Continuing Care Retirement Communities, with Lutheran Social Services of South Central Pennsylvania based in York, PA. In this role, Carl's responsibility included strategic planning, programming and operations for the six CCRC's

Prior to joining LSS-SC, Carl spent three years as Executive Director of Brittney Point Estates, an ACTS Retirement Community. Carl served as Regional Vice President of Balanced Care Corporation and was cofounder and Sr. Vice President of Operations at Generations Management Services, LLC, a management services company. He served as an Administrator of skilled nursing centers for Genesis Eldercare Network and ManorCare Health Services.

Carl received his Master's Degree in Health Administration from the University of Scranton and a B.S. in Public Policy from Pennsylvania State University. He is a Certified Aging Services Professional (CASP).

Carl is married with two children ages, 19 and 11. He lives in Orwigsburg, Pennsylvania.

LutherCare, a social ministry organization affiliated with the Lower Susquehanna Synod of the Evangelical Lutheran Church in America and Lutheran Services in America is a leading provider of residential, assisted living, and skilled care residences in Lancaster and Lebanon County. LutherCare operates Luther Acres, a Continuing Care Retirement Community in Lititz, PA, Spang Crest Manor, a skilled nursing, rehabilitation center, assisted living community and adult day services in Lebanon, PA and St. John's Herr Estate, a residential and assisted living community in Columbia, PA. In addition, LutherCare also operates five childcare centers in Lebanon, Annville, Reamstown, Lancaster and Columbia.

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