

LASALLE EQUITY GROUP, INC.

Press Release

FOR:
LaSalle Equity Group, Inc.
545 East John Carpenter Freeway
Suite #545
Irving, Texas 75062

Media Contact:
Brian Austray
Tel: 214-239-8400, ext. 116
Fax: 214.239.8401
Email: baustray@lasalleequity.com

For Immediate Release

New Autumn Leaves Assisted Living Residence for the Memory Impaired
Scheduled to Open in Flower Mound

*Autumn Leaves Owner LaSalle Equity Group Moves Swiftly to Re-Build After the
Construction Site Burned to the Ground*

Irving, Texas - August 21, 2006 - LaSalle Equity Group, an innovative, emerging leader in senior and assisted living residences and owner of Autumn Leaves, today announced that their newest Autumn Leaves residence for the memory impaired located in Flower Mound, Texas, is now scheduled to open in April 2007. The 28,000 square foot building located at 3201 Karnes in Flower Mound, was framed and ready for drywall when it burned to the ground in an early morning fire on Saturday, August 12, 2006. The cause of the fire remains unknown to date and there were no workers present at the site when the fire broke out.

"We are committed to re-build and quickly bring the site back to pre-fire status, and open the new residence as soon as possible to meet the growing community demand for high quality care specifically designed for individuals who are afflicted with Alzheimer's disease and other forms of dementia," says R.T. Day, VP of Construction for LaSalle Equity Group and its wholly owned subsidiary, Lake Superior Contracting. "We were originally scheduled to open on November 27, 2006 and our new target is now mid-April, 2007."

LaSalle Equity Group and Lake Superior Contracting are seasoned developers and contractors respectively, whose experience in and dedication to offering unique residences for memory impaired individuals helps them swiftly deal with adversity and move forward. The Autumn Leaves residence in Garland, for example, which is scheduled to open this September, posed

surprises and hurdles after digging commenced. “We purchased the land, started digging and to our surprise we discovered that construction debris from the building of Shiloh Road was buried in the property,” explains Mitchell Warren, VP of Development, LaSalle Equity Group. “Instead of becoming entangled in a legal battle we cleaned up the site and are soon to celebrate the grand opening of the residence. We will forge ahead with the Flower Mound residence just as we did in Garland.”

Family owned and operated LaSalle Equity Group is passionate about providing high quality care specifically designed for memory impaired residents so they can enjoy a rewarding quality of life in a safe and caring environment. Each Autumn Leaves residence is designed with security in mind so residents have free access to all of the living areas and more. Rooms of varying sizes are available that are grouped into four “neighborhoods” designed to help residents recall their location. “We never want our residents to feel trapped or locked up as this is their home to use as they wish,” comments Mr. Warren. “We strive to provide the quality of care that those with Alzheimer’s and dementia deserve, and that their families expect.”

An estimated 4.5 million Americans have Alzheimer’s disease — which has more than doubled since 1980, according to the Alzheimer’s Association. The current population of those who suffer from memory impairment and dementia is under-served and LaSalle Equity Group with its Autumn Leaves residences aims to help fill this gap. With the number of Americans with Alzheimer’s disease expected to grow to between 11.3 million and 16 million by 2050, specialized care residences like Autumn Leaves are vital.

About LaSalle Equity Group and Autumn Leaves

Autumn Leaves is a family owned and operated portfolio of assisted living residences that specialize in the care of memory impaired residents with Alzheimer’s disease and other related forms of dementia. Autumn Leaves is owned by LaSalle Equity Group and managed by its wholly owned subsidiary, Constant Care Corporation. LaSalle Equity Group is an experienced, privately owned developer that has invested in and developed numerous successful apartment projects throughout Texas and the Southwestern United States. The company has focused on the senior and assisted living industry since the late 1990s with a goal of becoming a national, industry leader. To ensure quality and the proper design for memory impaired residents from the ground up, LaSalle Equity Group’s wholly owned construction subsidiary, Lake Superior Contracting, designs and builds each Autumn Leaves residence.

The Autumn Leaves portfolio consists of six facilities including one currently under construction. LaSalle Equity Group plans to add new facilities in Texas each year and to expand nationally in 2007. Autumn Leaves allows individuals to live in an uplifting, supportive residential environment that provides security and a nurturing lifestyle. Residents can enjoy an excellent quality of life and continue to live as independently as possible with just the right amount of assistance. To learn more about Autumn Leaves visit www.autumnleavesliving.com or call 214-239-8400. Visit www.lasalleequity.com for more information about LaSalle Equity Group and its subsidiaries.