

# LASALLE EQUITY GROUP, INC.

## Press Release

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### For Immediate Release

#### New Autumn Leaves Assisted Living Residence for the Memory Impaired to Celebrate Grand Opening

*LaSalle Equity Group Brings Exclusive, Quality Care for Individuals with Alzheimer's and other forms of Dementia to Garland, Richardson and Surrounding Communities*

Irving, Texas – October 2, 2006 – Family owned and operated LaSalle Equity Group, an emerging leader in independent and assisted living residences for aging adults and owner of Autumn Leaves, today announced the opening of Autumn Leaves of North Garland/Richardson, their newest assisted living residence dedicated exclusively to care for the memory impaired. Conveniently located at 5600 North Shiloh Road in Garland, Texas, the new 35,000 square foot, 42 bed self-contained residential community will hold a grand opening from 4 p.m. to 7 p.m. on October 13, 2006. The open house will include tours, live music, food and refreshments. Local staff and caregivers as well as members of LaSalle Equity's corporate executive team will be on hand to meet members of the community and families interested in care for a loved one.

Specifically designed, staffed and exclusively dedicated to the care of individuals who are afflicted with Alzheimer's disease and other forms of dementia, Autumn Leaves is believed to be the first assisted living residence of its kind in Garland. Since opening in late September, 2006, several residents have moved into the community and it is expected to reach capacity within less than a year, as have LaSalle's other Autumn Leaves residences located throughout the DFW area.

"We are a family owned and operated company whose top priority is to provide truly exceptional, high quality, customized care for memory impaired residents in a safe and nurturing environment where they can enjoy a rewarding quality of life," says Jaime Anderson, Vice President of Health Care, LaSalle Equity Group. "Our motto — 'Our Family Serving Your Family' — is the foundation

for our philosophy of care. Each resident and their family become part of our extended family, and are treated as we would treat our own family members and loved ones”.

Autumn Leaves residents live in a caring, social/community setting that offers a secure living environment and personalized services encompassing the latest approaches to serving those with Alzheimer’s and other forms of dementia. The staff includes a full time Registered Nurse and caregivers who have completed dementia-specific training.

Rooms of varying sizes range from semi-private up to extra large private rooms and are grouped into four “neighborhoods” designed to help residents recall their location. The neighborhood themes at the Autumn Leaves of North Garland/Richardson are lighthouse, western, gardens and cabins. Designed with safety and security in mind, residents have free access to all of the living areas and secure outside courtyards, with the space and freedom to pursue their hobbies and interests while maintaining their own unique identity. Access to and from the community is monitored and controlled by the Autumn Leaves staff.

“Comprehensive life enrichment activity programs are a vital and integral part of the services provided at Autumn Leaves, and have a significant impact on the quality of life and sense of well being for every resident,” explains Ms. Anderson. “An on-site life enrichment coordinator implements and manages a monthly calendar of regular as well as special and seasonal activities, designed to keep residents active and their minds stimulated.”

Autumn Leaves’ specially trained team of caregivers offer family support groups, educational seminars and ongoing feedback to help families better understand their loved one’s situation. “In addition to providing support for our resident’s and their families, we are dedicated to active participation in the community,” says Brian Austray, Director of Marketing, LaSalle Equity Group. “Our community involvement includes more than sponsorships. We meet with church groups and other organizations, offer community service opportunities for high school students, and volunteer opportunities for those interested in a career in the health care industry who wish to get involved early on.”

“We are also a resource for members of the community with a loved one suffering from Alzheimer’s or other forms dementia, and invite those who simply want to talk to someone who can help them understand what is going on with their mom or dad, spouse, or sibling, to stop by,” adds Ms. Anderson.

#### About Autumn Leaves and LaSalle Equity Group

Autumn Leaves, the largest Memory Care provider in the DFW Metroplex, 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 forms of dementia. Autumn Leaves allows individuals to live in an uplifting, supportive residential environment that provides security and a nurturing lifestyle, where they can enjoy an excellent quality of life and continue to live as independently as possible with just the right amount of assistance.

Owned by LaSalle Equity Group and managed by its wholly owned subsidiary, Constant Care Corporation, the Autumn Leaves portfolio consists of six state-of-the-art facilities including one currently under construction. 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.

LaSalle Equity Group is an experienced, privately owned developer that has invested in and developed numerous successful apartment projects throughout the DFW area. The company has focused on the senior and assisted living industry since the late 1990s with a goal of becoming a

national, industry leader. LaSalle plans to add new facilities in Texas each year and to expand nationally in 2007.

To learn more about Autumn Leaves of North Garland/Richardson or to schedule a tour, call 972-530-7700. Visit [www.autumnleavesliving.com](http://www.autumnleavesliving.com) for more information about Autumn Leaves and [www.lasalleequity.com](http://www.lasalleequity.com) for more information about LaSalle Equity Group and its subsidiaries.