

THE LASALLE GROUP



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FOR IMMEDIATE RELEASE

THE LASALLE GROUP, INC. INCREASES HOUSTON MARKET SHARE DEVELOPING SECOND PROJECT – AUTUMN LEAVES OF RIVERSTONE

*Leading Real Estate Developer Constructs State-of-the-Art Facility Dedicated Specifically to
Alzheimer's and Memory Care in Missouri City, TX*

Missouri City, TX - May 12, 2010 – Recognized Dallas-based real estate developer, The LaSalle Group, Inc., is officially breaking ground on its newest Autumn Leaves project May 12, 2010. Autumn Leaves of Riverstone continues along the same path as previous LaSalle developments, providing high-quality, nurturing assisted living residences for individuals living with Alzheimer's or other forms of memory impairment. Groundbreaking ceremonies (lunch will be provided at the site) will begin at 12:30 p.m. at the Autumn Leaves of Riverstone site, located at 20313 South University Boulevard in Missouri City, TX.

Demand for dedicated Alzheimer's care in a long term facility setting far exceeds supply in the Houston area. "There is a growing need for this type of specialized care," said Mitchell Warren, President of The LaSalle Group. "As a family owned and operated company with more than ten years of experience in designing and building specialized memory care residences, we are uniquely positioned to provide comfortable, state-of-the-art buildings that provide safe and nurturing environments for individuals living with Alzheimer's and memory impairment." Autumn Leaves of Riverstone will be the 14th property developed by LaSalle over the past ten years. Currently, The LaSalle Group has nine Autumn Leaves communities operating successfully in the Dallas/Fort Worth market, three in the greater Chicago area and another set to open mid-July in The Woodlands, TX. The company plans to continue their expansion into the Houston market opening new communities in the area over the next three years.

Lake Superior Contracting, LaSalle's in-house, full-service construction division, will coordinate and manage the design and construction of the new property ensuring the distinctive, research-based structural design attributed to all of LaSalle's Autumn Leaves communities is in place. Sister firm, Constant Care Management Company, will manage and oversee all of the day-to-day operations once the community opens.

Initial construction on the new community is already underway and scheduled to be completed by December 2010. The property will feature 38 units and accommodate approximately 46 residents. For more information on this or other LaSalle Group projects, contact the home office at (214) 239-8400.

About The LaSalle Group, Inc.

Family-owned and operated, The LaSalle Group (with its subsidiaries and affiliates) develops, builds, manages and owns specialized assisted living residences for people with Alzheimer's and other forms of

memory impairment, as well as other specialized real estate properties throughout the United States. For more information about our business, companies and current projects visit <http://www.LaSalleGroup.com> or call 1-800-452-7255. “Our Family Caring For Your Family”

About Alzheimer’s Disease

Alzheimer’s disease is a fatally progressive brain disease affecting over 5.3 million Americans and accounting for more than approximately 60% of dementia cases. Currently there is no cure or treatment to stop or reverse Alzheimer’s.

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