NEWS RELEASE

Brookdale Announces Fourth Quarter and Full Year 2013 Release and Earnings Call

2/3/2014

NASHVILLE, Tenn., Feb. 3, 2014 /PRNewswire/ -- Brookdale Senior Living Inc. (NYSE: BKD) announced today that it plans to release its fourth quarter and full year 2013 financial results after the market closes on Wednesday, February 5, 2014. The Company has also scheduled a conference call to discuss the results on Thursday, February 6, 2014 at 10:00 AM ET. The conference call can be accessed by dialing (866) 900-2996 (from within the U.S.) or (706) 643-2685 (from outside of the U.S.) ten minutes prior to the scheduled start and referencing the "Brookdale Senior Living Fourth Quarter Earnings Call."

A webcast of the conference call will be available to the public on a listen-only basis at **www.brookdale.com**. Please allow extra time prior to the call to visit the site and download the necessary software required to listen to the internet broadcast. A replay of the webcast will be available through the website for three months following the call.

For those who cannot listen to the live call, a replay will be available until 11:59 PM ET on February 20, 2014 by dialing (855) 859-2056 (from within the U.S.) or (404) 537-3406 (from outside of the U.S.) and referencing access code "57838935".

About Brookdale Senior Living

Brookdale Senior Living Inc. is a leading owner and operator of senior living communities throughout the United States. The Company is committed to providing senior living solutions within properties that are designed, purpose-built and operated to provide the highest-quality service, care and living accommodations for residents. Currently Brookdale operates independent living, assisted living, and dementia-care communities and continuing

care retirement centers, with 649 communities in 36 states and the ability to serve approximately 67,000 residents. Through its ancillary services programs, the Company also offers a range of outpatient therapy, home health, personalized living and hospice services.

SOURCE Brookdale Senior Living Inc.

Ross Roadman, Nashville, 615-564-8104