



NEWS RELEASE

Brookdale Appoints William G. Petty, Jr. to Board of Directors

12/30/2014

BRENTWOOD, Tenn., Dec. 30, 2014 /PRNewswire/ -- Brookdale Senior Living Inc. (NYSE:BKD) today announced the appointment of William G. Petty, Jr. to its Board of Directors. Mr. Petty brings to Brookdale nearly 30 years of experience in the healthcare services industry, as well as extensive operational, investment and transactional experience in the senior living industry, and a robust background in finance. He is a founding partner of Beecken Petty O'Keefe & Company, a private equity management firm specializing in the healthcare industry. During his career, Mr. Petty has served as a senior executive or as a director of several publicly-traded and privately-held senior living companies.

"We are pleased to welcome Bill to our Board as an independent director," said Jeffrey R. Leeds, Brookdale's Chairman. "Bill has had a long, successful career creating value as a private investor and as a public company operating executive and board member. We look forward to many valuable contributions from him as our Board and management team continue to refine and execute our strategy for sustainable growth."

Jackie Clegg, Chairman of the Nominating and Corporate Governance Committee of Brookdale's Board, added, "Bill's proven leadership in the senior living industry, along with his expertise in finance and healthcare, led the Committee to unanimously recommend his appointment to our Board."

Mr. Petty's appointment is effective immediately for a term scheduled to expire at the Company's 2016 Annual Meeting of Shareholders. He has also been appointed to the Investment Committee of the Board.

William G. Petty, Jr.

Mr. Petty is a partner of Beecken Petty O'Keefe & Company, a private equity management firm he co-founded in

1996, which currently has approximately \$1.3 billion under management. Mr. Petty's prior leadership experience includes service as Chairman of the Board of Directors of Sunrise Senior Living, Inc. from January 2013 to April 2014; as Chief Executive Officer of Alternative Living Services, Inc./Alterra Healthcare Corporation from 1993 to 1996 and as its Chairman from 1993 to 2000; as Chairman, President and Chief Executive Officer of Evergreen Healthcare, Inc. and as a director of that company's publicly-traded successors (GranCare, Inc. and Mariner Health Care Inc.); and as a director and member of the executive committee of Forum Group, Inc. In 1985, he co-founded Omega Capital Ltd., a private investment fund focused on the healthcare industry, which formed Omega Healthcare Investors, Inc., a healthcare REIT, during his tenure as managing director. In addition, he has served on the boards of directors of several Beecken Petty portfolio companies. Mr. Petty received a B.S. in Business Administration from the University of Illinois.

About Brookdale Senior Living

Brookdale Senior Living Inc. is the leading operator of senior living communities throughout the United States. The Company is committed to providing senior living solutions primarily 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 approximately 1,150 communities in 46 states and the ability to serve over 111,000 residents. Through its ancillary services program, the Company also offers a range of outpatient therapy, home health, personalized living and hospice services. Brookdale's stock is traded on the New York Stock Exchange under the ticker symbol BKD.

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SOURCE Brookdale Senior Living Inc.

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