



NEWS RELEASE

# Brookdale Names Tricia Conahan as Chief Marketing Officer

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BRENTWOOD, Tenn., April 2, 2014 /PRNewswire/ -- Brookdale Senior Living, Inc. (NYSE: BKD) today announced that Tricia Conahan has joined the company in the newly created position of Executive Vice President and Chief Marketing Officer. Conahan has responsibility for all aspects of the Company's marketing, brand, communications, digital strategy, and creative services functions. She reports to Chief Executive Officer T. Andrew Smith and is a member of the Executive Committee.

"We are excited to have someone with Tricia's experience joining Brookdale," said Smith. "Tricia brings great talent and skills both in marketing and in business leadership. In her role as CMO, Tricia will continue to evolve how we market to a growing senior population and their families. Last year we developed a centralized marketing function and launched a national branding initiative to establish Brookdale as the leading national provider of senior living solutions. We are pleased that Tricia has agreed to join us to lead the marketing activities of the nation's largest senior living provider."

Conahan has more than 25 years of marketing and branding experience, most of it in senior level positions in the financial services, real estate, and publishing industries. She is a seasoned strategic marketing executive, with a strong track record of building unique brands that drive ROI and business results. Most recently, she served as partner and U.S. Chief Marketing and Sales Officer for global accounting/consulting firm Grant Thornton, where she was responsible for strategic marketing, brand building, lead generation, CRM, and sales. Prior to that, Conahan was senior vice president, brand and acquisition at JPMorgan Chase, where she managed the rapid conversion of the failing Washington Mutual brand to Chase's retail banking network. Conahan also spent almost eight years with ING Americas, during which she launched the ING brand in the United States and in six Latin American markets. Conahan has also held marketing leadership positions at **RealEstate.com**, McGraw-Hill Inc., Time Warner and Times

Mirror Magazines.

For more information about Brookdale, visit [www.brookdale.com](http://www.brookdale.com).

## About Brookdale

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 648 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.

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