



NEWS RELEASE

Brookdale Senior Living names Cedric T. Coco as EVP and Chief People Officer

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NASHVILLE, Tenn., Oct. 12, 2016 /PRNewswire/ -- Brookdale Senior Living Inc. (NYSE: BKD) announced today that Cedric T. Coco has been named Executive Vice President and Chief People Officer. Cedric joins the Company after serving in various human resource roles for Lowe's Companies, Inc. since 2008, most recently as senior vice president of human resources, where he led the human resources generalists for Lowe's stores, distribution centers and customer support centers, in addition to leading talent acquisition, employee relations, diversity, and succession planning.

Prior to Lowe's, Cedric gained nearly two decades of experience in business leadership, human resources, and organization performance at Microsoft Corporation, KLA-Tencor Corporation and General Electric Company, where he held numerous leadership roles in engineering, business development, sales, general management and organizational learning.

"Cedric's deep experience within the human resources function in companies with a distributed workforce, as well as his mix of business management and retail knowledge, will provide Brookdale with the leadership we need to improve our ability to attract, retain, and develop our associates," said Andy Smith, Brookdale's President and Chief Executive Officer. "I know that Cedric will be a strong voice for our mission-driven culture," he added.

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. Brookdale

operates independent living, assisted living, and dementia-care communities and continuing care retirement centers, with approximately 1,114 communities in 47 states and the ability to serve approximately 107,000 residents as of June 30, 2016. 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.

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/brookdale-senior-living-names-cedric-t-coco-as-evp-and-chief-people-officer-300343517.html>

SOURCE Brookdale Senior Living Inc.

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