NEWS RELEASE

Brookdale to Participate at the 2014 Citi Global Property CEO Conference

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NASHVILLE, Tenn., Feb. 28, 2014 /PRNewswire/ -- Brookdale Senior Living Inc. (NYSE: BKD) today announced that management will participate in a roundtable discussion at the 2014 Citi Global Property CEO Conference. The presentation is scheduled for 9:30 a.m. (Eastern Time) on Wednesday, March 5, 2014.

The presentation is being audio webcast live and can be accessed on the Internet at **http://www.veracast.com/webcasts/citigroup/globalproperty2014/99304204737.cfm** as well as through the Investor Relations section of the Company's website at **www.brookdale.com**. A replay of the webcast will be available on the Company's website until June 3, 2014.

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 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.

Brookdale Senior Living Inc., Ross Roadman, Senior Vice President, Investor Relations, (615) 564-8104