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EMERITUS SENIOR LIVING PARTNERS WITH SILVERCHAIR LEARNING SYSTEMS

Charlottesville, VA, JANUARY 26, 2010 – Emeritus Corporation (NYSE: ESC), a national provider of assisted living and Alzheimer’s care services to seniors, has partnered with Silverchair Learning Systems to implement a comprehensive online training program for its facilities.

“Having a highly trained and knowledgeable staff is a critical part of our senior care philosophy at Emeritus,” said Granger Cobb, President and Co-CEO of Emeritus Corporation. “We are pleased to be implementing the Silverchair Learning Management System in order to coordinate and optimize our training procedures across all of our 316 communities.”

Silverchair’s Learning Management System (LMS) delivers, tracks, and reports on educational programs for a user’s entire organization. It provides a complete curriculum of in-service and regulatory courses required by CMS (Centers for Medicare & Medicaid Services) and OSHA (Occupational Safety and Health Administration), as well as important resident care topics that specifically address the needs of senior care providers and their employees. Program users can also customize the system to include material specific to their organizations.

“Emeritus is one of the most well-respected, well-managed senior care organizations in the country,” says Mike Mutka, President and COO of Silverchair Learning Systems. “Large organizations like Emeritus recognize the importance of delivering high-quality, cost-effective training across the organization; they prefer to partner with Silverchair Learning rather than spend time and money trying to reinvent the wheel with homegrown programs. We provide a quick, easy, and economical way to ensure standardization in training.”

Emeritus will begin rollout of their Silverchair program in June 2010.

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About Emeritus Senior Living

Emeritus Corporation is a national provider of assisted living and Alzheimer's and related dementia care services to seniors. Emeritus is one of the largest and most experienced operators of freestanding assisted living communities located throughout the United States. These communities provide a residential housing alternative for senior citizens who need assistance with the activities of daily living, with an emphasis on personal care services, which provides support to the residents in the aging process. Emeritus currently operates 309 communities in 36 states representing capacity for approximately 27,200 units and approximately 32,400 residents. Our common stock is traded on the New York Stock Exchange under the symbol ESC, and our home page can be found on the Internet at www.emeritus.com.

About Silverchair Learning Systems

Silverchair Learning Systems works with senior care leaders who want to improve the training process in their organizations. Silverchair offers a user-friendly online training solution that improves compliance and eliminates record keeping headaches, while saving time and money. We make online training

successful with easy set-up, ease of use, simple tracking, and educationally-rich yet fun courses. Using this system provides peace of mind and confidence.
www.silverchairlearning.com