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FOR IMMEDIATE RELEASE

**LOCAL NURSING AND REHABILITATION CENTER EARNS
CORNERSTONE CENTER OF THE YEAR AWARD**
*Valley Manor Nursing and Rehab Center illustrates exemplary
values in customer service.*

Coopersburg, PA – March 31, 2011 – The staff at Valley Manor Nursing and Rehabilitation Center has plenty to celebrate this year. At their recent annual conference, the staff of the 180-bed center was awarded the company's Cornerstone Center of the Year Award for the Eastern Area, which includes 32 long term care centers.

The award was given to the center by their parent company, Extendicare Health Services, Inc., as part of their customer service program. The program embodies six cornerstones that are most important when caring for residents, their family members and employees: Responsiveness, Integrity, Compassion, Dignity, Pride and Respect.

In order to be eligible, the center had specific criteria they had to meet. Over the course of the past year, Valley Manor achieved great results including a 54% response rate on their My InnerView Resident and Family Satisfaction survey with 88% of their customers responding positively, indicating they would recommend the center to others, and 91% expressed overall satisfaction with the care and services the center provided. Other criteria such as employee satisfaction scores, low turnover rates and positive customer comments were taken into consideration as well. Valley Manor is one of only five health centers in the entire company to receive this prestigious award for 2011.

Administrator Audrey Eames said "We are thrilled to have received the Cornerstone Center of the Year award. All of our employees have fully embraced the six cornerstones of our customer service program and have made the program part of our building's culture. I am very proud of all their efforts." She goes on to say, "We are also fortunate to have so many wonderful residents and supportive family members; we couldn't have received this award without them!"

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About Valley Manor & Extendicare

Valley Manor's parent company is Extendicare Health Services, Inc. located in Milwaukee, Wisconsin. Extendicare prides itself on helping people live better by providing quality, cost-effective health care and rehabilitation primarily to seniors in a resident-directed environment. We endeavor to do this by providing remarkable services through highly engaged and motivated members of our team. Founded in 1968, Extendicare has a long history of providing quality health care services to residents throughout the United States and Canada.