

FOR IMMEDIATE RELEASE

Contact: Glenn Oswald
Natalie Stavale
Marx Layne & Company
(248) 855-6777

EIGHT CIENA HEALTHCARE SKILLED NURSING COMMUNITIES IN MICHIGAN HONORED WITH FIVE-STAR GOVERNMENT RATING

SOUTHFIELD, Mich. – August 25, 2011 – Ciena Healthcare, a leading manager and operator of skilled nursing and rehabilitation communities in Michigan and Connecticut, has announced that eight of its skilled nursing and rehabilitation communities have earned the Five-Star Quality Rating from the Centers for Medicare and Medicaid Services (CMS), which signifies a “much above average” rating. The eight Ciena nursing communities, all located in Michigan are: Autumnwood of McBain in McBain, Christian Park Healthcare Center and Christian Park Village in Escanaba, Fountain View of Monroe in Monroe, Lakeview Manor in Tawas City, Qualicare Nursing Home in Detroit, Royalton Manor in St. Joseph and Willowbrook Manor in Flint.

Five stars is the highest and most respected rating a nursing home can receive, and is based on health inspections, staffing and quality measures.

“These five-star ratings demonstrate the high level of service, quality and responsive patient and resident care that is provided by these communities 365 days a year,” said Mohammad Qazi, president, Ciena Healthcare. “With these latest ratings, approximately 25% of all Ciena Healthcare communities have achieved five-star status. That is quite an accomplishment.”

CMS developed the Five-Star Quality Rating System to assist consumers, their families and caregivers in finding and comparing nursing homes more easily and to help identify areas to ask questions.

The rating system for the U.S. nursing homes was modeled after the American Automobile Association's worldwide rating of hotels. It gauges comprehensive aspects of elder care, including staff-to-resident ratio, cleanliness, staff ability to prevent and treat simple medical problems and attention paid to upkeep of patient appearance.

About Ciena Healthcare

The Ciena Healthcare organization is comprised of 32 skilled nursing communities located in Michigan and four communities located in Connecticut, managed by Regency Healthcare Management, LLC. Ciena communities are diverse and collectively serve all resident and patient nursing care needs from short-term rehabilitation stays to long-term residency. Founded in 1998, Ciena Healthcare communities offer a holistic approach to patient care and are fully committed to residents' needs and well being while also promoting their independence. Ciena's vision is to change the way nursing communities are operated and perceived by providing and developing communities that feature private rooms, ambiance, attention to detail and quality food preparations, all delivered by high quality, compassionate and dedicated professional, support staff. For more information, visit www.cienafacilities.com or call (248) 386-0300.

###