



NEWS RELEASE

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FOR IMMEDIATE RELEASE

Joel Nelson promoted to CEO and President Ed Kenny continues as Chairman of the Board

DES MOINES, Iowa. November 2, 2017— LCS announced today that Joel Nelson has been promoted to CEO and president of LCS effective January 1, 2018. Ed Kenny will continue as chairman of the board of Life Care Companies LLC and LCS Holdings, Inc.

“LCS has an impressive track record specific to CEO succession planning,” says Kenny. “After 38 wonderful years with LCS, it was time that I put in place a planned retirement strategy for my role within the company. I know Joel will do a great job in his new role and we are confident about the future of LCS under his leadership.”

Kenny is a 38-year veteran in the senior living industry. In his role as chairman of the board he will continue to participate in corporate strategic planning discussions with the board of managers. He will also continue his endeavors in public policy issues on both the federal and state levels, and serve as the president on the board of the LCS Foundation.

“Even though I am entering a new chapter in my life, I remain committed to supporting LCS, Joel and the senior living industry as needed. LCS and the senior living industry have immense positive potential,” Kenny adds.

“There is no better time to lead LCS,” says Joel Nelson. “We have so many opportunities ahead of us and tremendous bench strength from our employees to help us get there. The future is bright for LCS and I’m fortunate to help lead the way.”

Joel has been with LCS over 30 years, and has served as the president and chief operating officer since 2015. He has held multiple executive level positions including, executive vice president/chief development officer, and executive vice president/director of operations where he was responsible for the oversight of serving more than 30,000 seniors in 100+ communities.

Currently, Joel serves on the board of managers for Life Care Companies LLC, and LCS Holdings, Inc.

Outside of LCS, Joel serves on multiple not-for-profit boards including Simpson College Health Services Leadership Advisory Board, National Investment Center (NIC) Advisory Board, Greater Iowa Chapter Alzheimer’s Association Board, and ChildServe, a Des Moines based not-for-profit organization serving children.

About LCS®

Based in Des Moines, Iowa, and established in 1971, LCS is a leading provider of high-quality senior lifestyle products and services. The LCS Family of Companies focus on development, operations management, marketing and sales management, and strategic planning for Life Plan Communities, formerly referred to as Continuing Care Retirement Communities (CCRC), and rental independent living, assisted living, and memory care communities nationwide. The company also provides a full-service real estate private equity enterprise, insurance, national purchasing consulting services and in-home care. The companies of LCS serve thousands of seniors across the nation. For more information, visit [LCSnet.com](https://www.lcsnet.com).

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