



**NEWS RELEASE
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**NATION'S LARGEST SENIOR LIVING PROVIDER CHANGES NAME AND BEGINS
TRADING AS SUNRISE SENIOR LIVING**

McLean, Va. – Effective Friday, May 30, 2003, Sunrise Assisted Living, Inc. (NYSE: SRZ), changed its name to Sunrise Senior Living, Inc. The company's stock begins trading as Sunrise Senior Living this morning under its current symbol, "SRZ."

Sunrise announced its intent to change its name in December 2002 when the company disclosed it was acquiring Marriott Senior Living Services, Inc. Sunrise completed the transaction in March 2003 and Sunrise's shareholders approved the name change at the company's annual shareholder meeting on May 12, 2003. The new name reflects the substantial expansion of Sunrise's senior living business and the broad scope of services the company offers including independent living, assisted living, skilled nursing, care for residents with Alzheimer's or other forms of memory loss and At-Home assisted living.

"We are proud of the national reputation for excellence that Sunrise has built over the past 22 years," said Paul Klaassen, chairman and CEO of Sunrise Senior Living. "Our new name, Sunrise Senior Living, better reflects the strengths and traditions of our organization today, and the broader range of services we have grown to provide."

Sunrise Senior Living is the nation's largest provider of senior living services. The McLean, Va.- based Company, which employs more than 30,000 people, has over 360 senior living communities either open or under construction in the United States, United Kingdom and Canada with a combined resident capacity of more than 40,000. Sunrise communities offer a full range of personalized senior living services, from independent living, to assisted living, to care for individuals with Alzheimer's and other forms of memory loss and nursing and rehabilitative care. Sunrise's senior living services are delivered by staff trained to encourage the independence, preserve the dignity, enable freedom of choice and protect the privacy of residents.