



For release July 28, 2011
Contact: Gerald Coggin, Senior VP of Corporate Relations
Phone: (615) 890-2020

NHC CELEBRATES 40 YEARS OF CARE

MURFREESBORO, Tenn. -- [National HealthCare Corporation](#) (NYSE Amex: NHC, NHC.PRA), one of the nation's oldest long-term health care companies, celebrated its 40th anniversary on July 23, 2011.

From modest beginnings as a small start-up nursing home company in middle Tennessee, NHC has grown to be one of the nation's largest operators of senior care with services which include not only skilled nursing, but home care, assisted living, independent living, rehabilitation, and hospice care. It operates 158 locations in 11 states and employs over 13,000 partners. This year it is estimated that the company will provide care or services to over 40,000 customers.

"From our founding in 1971 through our growth today and our plans for the future, one thing remains unchanged – our commitment to quality, consistent and loving care." stated CEO Robert Adams. "As we commemorate our 40th year, we thank all the families, medical professionals, residents, patients, communities and partners who help us celebrate life every day."

On March 7, 1971 Dr. Carl Adams and several middle Tennessee associates purchased 14 health care centers in three states (TN, GA, and KY) from Health Care, Inc. for \$3.75 million. At the end of its first year of operation, the start-up company had a cash balance of \$53.06. Forty years later, NHC is one of the most successful senior care companies in the country with annual revenues in excess of \$700 million and net income of over \$50 million in 2010. In addition to its financial success, NHC maintains strong occupancy in its health care centers and receives consistent high scores in the areas of customer and partner satisfaction.

Forward-Looking Statements

Statements in this press release that are not historical facts are forward-looking statements. NHC cautions investors that any forward-looking statements made involve risks and uncertainties and are not guarantees of future performance. The risks and uncertainties are detailed from time to time in reports filed by NHC with the S.E.C., including Forms 8-K, 10-Q and 10-K, and include, among others, the following: liabilities and other claims asserted against us and patient care liabilities, as well as the resolution of current litigation; availability of insurance and assets for indemnification; national and local economic conditions; including their effect on the availability and cost of labor, utilities and materials; the effect of government regulations and changes in regulations governing the healthcare industry, including our compliance with such regulations; changes in Medicare and Medicaid payment levels and methodologies and the application of such methodologies by the government and its fiscal intermediaries, the ability of third parties for whom we have guaranteed debt to refinance certain short term debt obligations; and other factors referenced or incorporated by reference in the S.E.C. filings. The risks included here are not exhaustive. All forward-looking statements represent NHC's best judgment as of the date of this release.

About NHC

NHC affiliates operate for themselves and third parties 76 long-term health care centers with 9,548 beds. NHC affiliates also operate 36 homecare programs, six independent living centers and 17 assisted living communities. NHC's other services include Alzheimer's units, long-term care pharmacies, hospice, a rehabilitation services company, and providing management and accounting services to third parties. Other information about the company can be found on our web site at www.nhccare.com.