

FOR IMMEDIATE RELEASE

CONTACT:

Cole Rucker, Executive Director

Echo Malibu

800-780-3246

crucker@crchealth.com

**ECHO MALIBU ANNOUNCES NEW RELATIONSHIP WITH CHILDREN'S
HOSPITAL LOS ANGELES**

(Malibu, CA – March 17, 2009) -- Echo Malibu, a premier adolescent treatment center, is pleased to announce that it has entered into an official agreement with Children's Hospital Los Angeles to serve as an affiliate site for Residency Education in Adolescent Medicine. Children's Hospital will assign second and third year fellows to participate in rotations at Echo Malibu under the supervision of Echo's Medical Director, Dr. Steve Sager.

"We are very excited about this arrangement," said Dr. Sager. "It will afford Echo's clients the opportunity to be exposed to an even greater number of medical professionals, each possessing a different perspective on any number of treatment complexities. It will also allow a number of gifted Medical Residents to be exposed to some of the most progressive treatment being offered today for young people struggling with chemical dependency and mental health issues. It is our hope that these Residents will then go out into the world and impact other treatment venues in positive ways."

This hope is shared by Cole Rucker, Co-Founder and Executive Director of Echo Malibu.

"One of our long term goals has been to impact treatment for youth as a whole," said Rucker. "We would like to see more programs that build on strengths, that empower, that build youth up rather than break them down. We would like to believe that if emerging professionals are afforded opportunities to be exposed to high-quality, strength-based treatment, that they might encourage programs they are affiliated with in the future to adopt similar practices. If so, this effort has the possibility of doing a great deal of good."

He goes on to say, "We are very honored that Children's Hospital Los Angeles has demonstrated such faith in our program. We recognize the creation of an official affiliation with Echo as a serious commitment from one of the world's finest institutions."

Echo Malibu provides state-of-the-art, comprehensive, holistic treatment for adolescents struggling with drug/alcohol abuse and emotional and behavioral challenges. All program participants are provided with an individualized treatment plan that focuses on physical, emotional, social, family and spiritual health, as well as educational needs. Each treatment plan is designed and implemented by licensed clinical professionals to identify

and treat the underlying causes of addiction rather than merely focusing on the behaviors that result from addiction. For more information, visit www.echomalibu.com.

Echo Malibu is a member of CRC Health Group, the most comprehensive network of specialized behavioral care services in the nation. CRC offers the largest array of personalized treatment options, allowing individuals, families, and professionals to choose the most appropriate treatment setting for their behavioral, addiction, weight management and therapeutic education needs. CRC is committed to making its services widely and easily available, while maintaining a passion for delivering advanced treatment. For over two decades, CRC programs have helped individuals and families reclaim and enrich their lives. For more information, visit www.crchealth.com.

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