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SUNRISE RECOVERY RANCH ACHIEVES PRESTIGIOUS CARF ACCREDITATION

(Riverside, CA, February 12, 2009) -- Sunrise Recovery Ranch, a primary rehabilitation facility for men dealing with drug and alcohol addiction, has announced the achievement of accreditation from the Commission on Accreditation of Rehabilitation Facilities (CARF) for the maximum attainable three year status. Sunrise Recovery Ranch is a member of the renowned Sober Living by the Sea family of treatment centers.

“We are very proud of this achievement, and I appreciate all of Sunrise Recovery Ranch’s hard work and dedication to ensure this process was a success,” said Bill Swiney, Executive Director of Sober Living by the Sea. “We are looking toward the future with great anticipation and commitment to maintaining our accreditation standards.”

CARF, an international accrediting organization, specializes in establishing and monitoring conformance to “best practice” and quality industry administrative and clinical standards for behavioral health treatment. Since 1966, CARF has focused on ensuring optimal care by surveying outcomes and patient satisfaction.

By gaining CARF accreditation, Sunrise Recovery Ranch has demonstrated that it is an organization that is dedicated to continual improvement and helping clients achieve their chosen goals.

“The achievement of CARF accreditation will not only allow an assurance to persons served, families, communities and stakeholders, but will also appeal to third party payor and other funding sources,” said Fred Pottle, Director of Quality Management for CRC Health Group, parent company of Sunrise Recovery Ranch. “This ideally will allow for a maximization of census and additional quality of service accessibility and improvement.”

Sunrise Recovery Ranch is an intensive, highly structured 30-90 day rehabilitation program for men. Individualized to suit the unique needs of each client, Sunrise Recovery Ranch combines a 12-step program philosophy with group therapy and individual counseling to help residents understand their disease, accept responsibility for their recovery, and find an alternative to the emotional chaos that has characterized their lives. For more information about Sunrise Recovery Ranch and their exceptional success rate, visit www.drugrehabbranch.com or call (866) 540-5242.

Sunrise Recovery Ranch is part of the family of Sober Living by the Sea Treatment Centers. For over 20 years, the Sober Living by the Sea Treatment Centers have provided alcohol, drug and eating disorder treatments and addiction services in Orange County, California to men in need of rehabilitation. Sober Living by the Sea is now one of the largest residential substance abuse treatment facilities in the United States. For more information, visit www.soberliving.com.

Sunrise Recovery Ranch 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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