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## **NHC Makes *Forbes* List of America's Most Trustworthy Companies**

MURFREESBORO, Tenn. -- [National HealthCare Corporation](#) (NYSE MKT: NHC, NHC.PRA), is pleased to announce that it has been named by *Forbes* magazine as one of America's 100 Most Trustworthy Companies in America.

Each year, GMI Ratings provides *Forbes* with a list of the 100 Most Trustworthy Companies in America. The list is based on GMI's AGR® (Accounting & Governance Risk) forensic accounting database, which is a tool designed to help investors assess the financial and governance integrity of companies. AGR, covering 20,000 companies worldwide, has proven highly accurate in predicting corporate fraud and under-performance year after year for the last 15 years.

"The focus has always been on companies that cheat, lie, and steal," GMI Director James Kaplan told *Forbes*. "It's also just as important to shine some light on those companies that are transparent and consistent in their accounting and corporate governance practices."

For the Trustworthy Companies list, GMI reviewed the accounting and governance characteristics of more than 8,000 public companies in North America from fourth quarter of 2012 through third quarter of 2013. Key factors such as high risk events, revenue and expense recognition methods, SEC actions and bankruptcy risk were considered as indicators of a company's credibility. The companies that generated the 100 highest scores for trustworthy behavior made the list.

"Companies that make this list are reporting accurately on their outcomes, good or bad," Kaplan said. "While there's no guarantee that an honest company is a thriving one, in most cases the companies making the list are financially sound, with strong stock performance."

NHC certainly fits that description.

"We are proud to be on this list – but prouder still of our employees and our leadership team who work tirelessly so that NHC is considered trustworthy not just by the investment community but by each and every company with which we do business and, most importantly, the customers we are privileged to serve," says NHC Chairman and CEO Robert Adams.

"NHC has always focused on attention to detail as the key to business success. We recognize that attention to detail involves both how we serve our customers and how we deal with our business partners and the investment community," Adams said. "We are extremely honored to be recognized as one of America's 100 most trustworthy companies."

The Forbes/GMI 100 Most Trustworthy Companies in America list is online at <http://www.forbes.com/sites/kathryndill/2014/03/18/americas-100-most-trustworthy-companies/>

#### **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 73 long-term health care centers with 9,410 beds. NHC affiliates also operate 37 homecare programs, five 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](http://www.nhccare.com).