



FOR IMMEDIATE RELEASE
MAY 30, 2006

For further information, contact:
Susan Lewis, 303-804-0494
slewis@pairelations.com

TRINITY HOSPICE PRESIDENT AND CHIEF EXECUTIVE OFFICER
STEVEN T. PLOCHOCKI NAMED FINALIST IN ERNST & YOUNG'S
ENTREPRENEUR OF THE YEAR® AWARDS PROGRAM

DALLAS ... May 30, 2006 ... Trinity Hospice, Inc., the nation's seventh largest hospice care provider, announced today that Steven T. Plochocki, its president and chief executive officer, has been named a finalist in the 2006 Ernst & Young Entrepreneur Of The Year Southwest Area program.

The Entrepreneur of the Year is an international business awards program designed to identify and honor leading entrepreneurial business owners who have achieved ongoing success in their fields.

Award recipients for this year's program will be recognized at a banquet on Saturday, June 17th, 2006 at the Hilton Anatole in Dallas. An independent panel of judges comprised of leaders from local businesses, academic and civic organizations will select the winners, who are then eligible to participate in the National Entrepreneur Of The Year awards program. National Entrepreneur Of The Year finalists and winners will be announced during the Entrepreneur Of The Year Conference in Palm Springs, Calif. at a gala on Saturday, November 18, 2006.

Plochocki commented on his nomination, stating: "I am delighted to be named a finalist in this year's Entrepreneur of the Year Southwest area program. At Trinity, we established a management team completely dedicated to improving the company's financial performance. With the implementation of a strategic operational plan designed to improve results, we have reversed a negative trend in earnings before income taxes, depreciation and amortization (EBITDA), stimulated revenue growth and increased admissions to various programs across our 24 locations in nine states. All of us at Trinity appreciate the acknowledgment we have received from the E&Y awards committee regarding our initiatives and outcomes."

- more -

This year, the Ernst & Young Entrepreneur Of The Year awards program celebrates its 20th anniversary, and continues to recognize the leaders and visionaries who are creating and building world-class businesses. Awards are given to entrepreneurs who have demonstrated excellence in such areas as innovation, financial performance and personal commitment to their businesses and communities. The Entrepreneur Of The Year awards program was created and is produced by professional services firm Ernst & Young LLP. As the first award of its kind, the Ernst & Young Entrepreneur Of The Year award recognizes outstanding entrepreneurs who are building and leading dynamic and growing businesses. The program honors entrepreneurs through regional, national and global award programs in over 100 cities and 35 countries.

Dallas-based Trinity Hospice offers palliative care and support services to terminally ill patients and their families. The company provides quality, comprehensive hospice care while remaining focused on meeting the physical, emotional and spiritual needs of terminally ill patients and their loved ones. Since its 1998 founding, Trinity has rapidly expanded through internal growth and acquisition. Today, the company operates from 24 locations across nine states. Please visit www.trinityhospice.com to learn more.

#

#