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## Gentiva Director Stuart Olsten Adopts 10b5-1 Trading Plan

**Melville, N.Y., March 23, 2004**—Gentiva Health Services, Inc. (NASDAQ: GTIV), the nation's largest provider of home health services, today announced that Stuart Olsten, a member of the Company's Board of Directors, has established for estate planning and asset diversification purposes a stock trading plan under the U.S. Securities and Exchange Commission's Rule 10b5-1.

Under the terms of the trading plan, Olsten may sell up to one million shares of Gentiva common stock.

Rule 10b5-1 allows corporate insiders to establish prearranged written plans to buy or sell a specific number of shares of company stock. Insiders may adopt such plans as follows: when they are not in possession of material inside information in order to gradually change their investment portfolio, to minimize market effect of stock sales or purchases by spreading them out over an extended period of time, and to avoid concerns about initiating stock transactions while in possession of material non-public information.

### About Gentiva Health Services

Gentiva Health Services is the nation's largest home health services provider. Gentiva serves patients through more than 350 direct service delivery units and through CareCentrix®, which manages home health care services for many major managed care organizations throughout the United States. The Company is a single source for skilled nursing; physical, occupational, speech and neurorehabilitation services; social work; nutrition; disease management education and help with daily living activities, as well as other therapies and services. Gentiva's revenues are generated from commercial insurance, federal and state government programs and individual consumers. For more information, visit Gentiva's web site, [www.gentiva.com](http://www.gentiva.com), and its investor relations section at <http://www.gentiva.com/investor>.

*Certain statements contained in this news release, including, without limitation, statements containing the words "believes," "anticipates," "intends," "expects," "assumes," "trends" and similar expressions, constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are based upon the Company's current plans, expectations and projections about future events. However, such statements involve known and unknown risks, uncertainties and other factors that may cause the actual results, performance or achievements of the Company to be materially different from any*

*future results, performance or achievements expressed or implied by such forward-looking statements. Such factors include, among others, general economic and business conditions; demographic changes; changes in, or failure to comply with, existing governmental regulations; legislative proposals for health care reform; changes in Medicare and Medicaid reimbursement levels; effects of competition in the markets the Company operates in; liability and other claims asserted against the Company; ability to attract and retain qualified personnel; availability and terms of capital; loss of significant contracts or reduction in revenues associated with major payor sources; ability of customers to pay for services; a material shift in utilization within capitated agreements; and changes in estimates and judgments associated with critical accounting policies. For a detailed discussion of these and other factors that could cause actual results to differ from those contained in this news release, please refer to the Company's various filings with the Securities and Exchange Commission (SEC), including the "risk factors" section contained in the Company's annual report on Form 10-K for the year ended December 28, 2003.*

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