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AMERICAN RETIREMENT CORP Form 8-K March 04, 2004

SECURITIES AND EXCHANGE COMMISSION

Washington, D. C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): March 4, 2004 (March 4, 2004)

AMERICAN RETIREMENT CORPORATION (Exact name of registrant as specified in its charter)

Tennessee 01-13031 62-1674303 (State of Incorporation) (Commission File No.) (IRS Employer Identification No.)

111 Westwood Place, Suite 200
Brentwood, Tennessee 37027
(Address of Principal Executive Office) (Zip code)

Registrant's telephone number, including area code: (615) 221-2250

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Item 9. Regulation FD Disclosure.

On March 4, 2004, American Retirement Corporation issued a press release announcing its fourth quarter and year-end 2003 earnings results. A copy of the press release is furnished herewith as Exhibit 99.1.

Item 12. Results of Operations and Financial Condition.

On March 4, 2004, American Retirement Corporation issued a press release announcing its fourth quarter and year-end 2003 earnings results. A copy of the press release is furnished herewith as Exhibit 99.1.

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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

AMERICAN RETIREMENT CORPORATION

Date: March 4, 2004 By: /s/ Bryan D. Richardson

Name: Bryan D. Richardson

Title: Executive Vice President and Chief

Financial Officer

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EXHIBIT INDEX

No. Exhibit

99.1 Press Release dated March 4, 2004

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