

ATTN: Health Care, Senior Services, Lifestyle Reporters

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Home Care Assistance Named “Top 500” Franchise by Entrepreneur Magazine

Senior care franchise recognized for growth and expansion in 2009.

(January 1, Palo Alto)—*Entrepreneur Magazine* recently ranked Home Care Assistance as a Top 500 Franchise in its annual survey. Considered the most significant ranking of global franchise opportunities worldwide, the survey recognizes the “world’s first, best and most comprehensive franchise ranking based on objective, quantifiable measures of franchise success.”

In 2009, Home Care Assistance significantly expanded its footprint, doubling the amount of franchises sold from the previous year throughout North America and Canada. Currently, there are fifty Home Care Assistance franchises, servicing major metropolitan areas in the United States and Canada.

“We at Home Care Assistance are thrilled to be listed in the Franchise 500. We consider it a testament to the quality of our franchise system and the unparalleled benefits that it provides our franchisees,” said Jack Johnson, Director of New Franchise Development.

Johnson and the franchise team attribute the company’s rapid growth to a strategic business model, innovative marketing approach and revolutionary caregiver training system, the Balanced Care Method™. “This year has been a great success and we look forward to awarding more new territories to qualified individuals in 2010. This industry is poised for further growth and no senior care franchise is better suited to help a franchise take advantage of this than Home Care Assistance,” said Johnson.

For more information about anything contained in this release, please contact Jack Johnson of Home Care Assistance at 702.204.1436 or visit <http://franchise.homecareassistance.com>.

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ABOUT HOME CARE ASSISTANCE: Home Care Assistance was founded to serve as a comprehensive alternative to a nursing home or assisted living facility for older adults. Our constant mission to provide the highest quality, most reliable home care service has allowed us to successfully operate North America’s preferred brand in home care while maintaining an intimate and personal rapport with each of our clients. The ultimate benefit of our service lies in the unique features we bring to the industry. In addition to not requiring a long-term contract for services and remaining on-call 24 hours a day, we are proud to have a distinguished reputation for high-caliber caregivers. Since the beginning, our vision has been clear: hire only the best caregivers and expertly match them with our clients. For more information, please contact Home Care Assistance at 1-866-4-LIVE-IN, or visit online at: www.homecareassistance.com.