

ATTN: Health Care, Senior Services, Lifestyle Reporters

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Contact:

Jack Johnson 702.204.1436

jackj@homecareassistance.com

In the dark age of Madoff and AIG, senior home care shines as an honest business.

Is it possible to make millions without selling your soul? Home Care Assistance says, yes.

(July 29, Palo Alto)— It is no secret that today's marketplace is plagued with dominating corporate players whose main objective is to profit. From Allen Stanford to Kenneth Lay and Lehman Brothers, it seems as if every major news outlet tells the same story. However, there are some honest businesses left. Senior home care shines among them and Home Care Assistance is just one example of a company that not only delivers high revenues and growth potential, but also a quality, in-demand service to an often overlooked population.

The opportunities for success are endless when you open a senior home care business. Currently, the fastest growing segment of the American population is over 65. By 2010, 20% of the U.S. population will be 65 or older. And by 2025, seniors will out-number-teenagers by two-to-one. Perhaps most striking, there will be over 1 million centenarians living in the United States by 2050. These staggering demographics, coupled with the fact that 9 out of 10 American seniors would rather age at home, have fueled the growing demand for home care.

Operating a home care business is not all about the money. Lily Sarafan, Chief Operating Office for Home Care Assistance, says, "We provide superior hourly and live-in care for thousands of elderly clients throughout North America as well as respite for family members struggling to balance their own lives with caring for a loved one. We're the only senior care company to go beyond monitoring clients to instead play a proactive role in client nutrition, fitness and mental stimulation to ensure maximum independence and improved health-span. That is extremely rewarding."

If you're on the hunt for a lucrative business opportunity that allows you to maintain your integrity and improve your lifestyle, senior home care might be the right fit for you. You can reap the benefits of a profitable industry while feeling good about the work that you do.

"Operating a Home Care Assistance business is essentially a win-win-win – caregivers prefer to work one-to-one with clients at home as opposed to in a facility, families are grateful to have found a solution to honor mom or dad's wishes of remaining at home, and owners generate enormous revenues by providing a life-changing service," says Sarafan.

Home Care Assistance currently provides service in 27 states and Canada, but remaining franchise territories are in high demand. For more information about anything contained in this release, please contact Jack Johnson of Home Care Assistance at 702.204.1436 or visit www.HomeCareAssistance.com and www.HCAFranchise.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.

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