



Always Best Care Announced as Top 50 Franchise for Minorities

Roseville -- 11/15/2010 – The National Minority Franchising Initiative (NMFI) has compiled its annual list of the “50 Top Franchises for Minorities.” The results were featured in the November 5th issue of *USA TODAY* in the Franchising Today section.

We are delighted to announce that Always Best Care was selected by The NMFI as one of the top 50 franchisors for minorities from hundreds of companies requesting evaluation for inclusion in the article. “We are extremely pleased to see that, in ten short years, minority representation has increased remarkably in the franchising industry,” said NMFI Founder Rob Bond. “Whereas minorities may have accounted for only 5 or 6% of total franchisees in 2000, the consensus is that today they account for well in excess of 15%. This is quite a remarkable testament not only to the industry’s reaching out to minorities, but to the underlying values and entrepreneurial talents that minorities contribute.”

Always Best Care is proud to be recognized by the NMFI as a company that not only promotes diversity in its employee recruitment efforts, but also in the diversity of its Franchise Owners throughout the system. According to Carly Moore, Operations Manager, the company is honored to have several minority Franchise Owners.

For a more complete list of franchise systems that wish to increase their minority representation, please go to www.MinorityFranchising.com. The site lists over 500 companies committed to recruiting and supporting minorities, as well as resources that are essential to the evaluation process. The site represents an effective and cost-efficient tool for franchisors to increase minority representation within their systems. The National Minority Franchising Initiative (NMFI) was a program launched by World Franchising Network (WFN) in 2000 to level the playing field and meet the needs of a largely under-represented market. The World Franchising Network, which manages the www.MinorityFranchising.com website, also has 15 other websites focusing on franchising.

Always Best Care Senior Services, (<http://www.alwaysbestcare.com/>), founded in 1996 by Michael Newman, is based on the belief that having the right people for the right level

of care means peace of mind for the client and family. Always Best Care Senior Services has assisted over 10,000 seniors representing a wide range of illnesses and personal needs. This has established the company as one of the premier providers of in-home care and assisted living placement assistance. Franchise opportunities are available to individuals interested in leveraging the company's clear strategy and proven track record for delivering affordable, dependable service to area seniors.

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