



Always Best Care Named to Black Enterprise Magazine's List of 40 Best Franchises.

Roseville -- 09/13/2010 – **Always Best Care Senior Services** announced that it has been included in Black Enterprise Magazine's list of the 40 Best Franchises for African Americans for a second consecutive year. Companies are selected based on criteria such as employee base, senior management, and supplier diversity. Always Best Care is proud to be recognized by Black Enterprise 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, who is the Operations Manager for Always Best Care, the company is honored to have several African American, Women, and Veteran Franchise Owners. Carly goes on to say that the company is delighted about being included in Black Enterprise Magazine's list.

In developing the 40 Best Franchises for African Americans, Black Enterprise first consulted with the International Franchise Association (IFA) to determine which sectors are experiencing the greatest growth in franchise unit sales and revenue generation. Approximately 500 IFA member franchisors conduct business in those sectors: automotive services, tax services, child-related services, educational services, healthcare, disaster restoration, and quick-service restaurants. According to the IFA, franchising growth in industries that provide personal services, such as education and healthcare, are projected to gain 4.4%.

Franchisors, like Always Best Care, were sent Black Enterprise Magazine's proprietary franchise survey in which they provided further clarity regarding costs and sales potential of franchises. The surveys also requested diversity and inclusion efforts made by the franchisors. Supporting materials such as Franchise Disclosure Documents (previously known as the Universal Franchise Offering Circular) were requested. Black Enterprise Magazine's editors rated the franchises according to affordability, revenue potential, effectiveness of diversity programs, and marketing/advertising support.

Always Best Care Senior Services start-up costs and initial franchise fee are relatively low and with a proven business model, outstanding brand recognition, and unparalleled

corporate support, Franchise Owners see that owning an Always Best Care Senior Services Franchise provides an unmatched opportunity for excellent growth potential.

For over 13 years Always Best Care has been providing exceptional In-Home Care, Assisted Living Placement and trusted Senior Care. A passion for people and a conviction to care has made Always Best Care the leading Senior Health Care Franchise in the country. The company's three sources of income, In-Home Care, Placement Services, and Skilled Care, give us an unparalleled edge over our competition.

For more information on services provided by Always Best Care Senior Services, please visit alwaysbestcare.com. For information on franchising opportunities, visit franchisingwithalwaysbestcare.com.

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