



ALWAYS BEST CARE NAMES JAKE BROWN **CHIEF OPERATING OFFICER**

San Francisco - November 15, 2010 - Always Best Care Senior Services based in Roseville, California is one of the fastest growing and most trusted franchisors of In-Home Care, Assisted Living Placement and Senior Care. With a passion for people and a conviction to care, Always Best Care has become the leading senior health care service in the country. Always Best Care is committed to giving seniors the opportunity to foster individuality while promoting independence.

The industry leader has announced the appointment of Jake Brown as Chief Operating Officer. Brown, who most recently served as Senior Vice President at Cartridge World, will report directly to the company's founder and CEO, Michael Newman, joining him in the primary leadership over the efforts to continue the rapid expansion of the Always Best Care franchise system.

"We are pleased to have Jake Brown on the Always Best Care team at a time when the company is poised to expand aggressively," said Michael Newman, CEO of Always Best Care. "As a respected veteran in the franchise industry, Jake will play a crucial role in leading our efforts to help drive and grow our business."

An experienced franchise professional, Brown brings more than 20 years in franchise operations & development to Always Best Care. He has previously held various positions with several franchise companies and national brands such as T-Mobile, ePhones, California Closets, Round Table Pizza and ComputerLand.

"Always Best Care's reputation in the market and superior value proposition is a cut above," said Brown. "I am pleased to be joining such a quality franchise system that is positioned for continued growth and success."

About Always Best Care

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. For more information about franchising opportunities, visit <http://franchisewithalwaysbestcare.com/>

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