



Always Best Care Partners With Service Magic

Roseville -- 11/15/2010 – Always Best Care Senior Services has announced that they will partner with Service Magic, Inc. ServiceMagic.com is a website, in which homeowners in the United States and Canada are referred to home improvement contractors as well as home care providers, like Always Best Care. There is no charge to homeowners or those looking for home care options to use the service. The site also includes articles and features on home improvement and home care related topics.

According to David Caesar, Vice President of Franchise Development at Always Best Care, franchise owners are excited about the company's strategic alliance with Service Magic. Caesar believes this will give franchise owners an opportunity to reach more potential clients who may be searching for home care services in their area but are not necessarily sure where to look. Caesar also believes that the many featured articles found on ServiceMagic.com will help individuals looking for information on senior care options. Examples of some of these articles include "Finding Primary Caregivers for In-Home Senior Care", "Alzheimer's Care Facilities vs. Alzheimer's In-Home Care", "Independent Living for Seniors", and "Paying for Senior Housing with Long-term Care Insurance". By working with Service Magic, Always Best Care will be able to expand its services of providing exceptional In-Home Care, Assisted Living Placement, and trusted Senior Care. This alliance will continue to give Always Best Care Senior Services and its franchise owners an opportunity to take pride in helping seniors enjoy fulfilling lives.

Service Magic was founded in 1998 by Rodney Rice and Michael Beaudoin who were part of the founding management team of Einstein Bros. Bagels. The website was acquired by InterActiveCorp in 2004 for an unknown price, though no jobs were lost in the process. Leading up to 2008, Service Magic matched 7 million home improvement requests by homeowners to its network of contractors and service professionals.

Always Best Care Senior Services was founded in 1996 by Michael Newman. The company 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. For more information on Always Best Care, visit www.alwaybestcare.com.

Media Relations Contact

David J. Caesar

Vice President Franchise Development

Always Best Care Senior Services

Telephone: 888.430.2273, ext 9112

Email: dcaesar@abc-seniors.com

Website: <http://www.alwaysbestcare.com>