



Always Best Care Selects Franchise Marketing Veteran Barry J. Parrish as Vice President of Marketing

Roseville CA, December 14, 2010 — Always Best Care Senior Services, the fastest growing franchisor of In-Home Care, Assisted Living Placement and Skilled Home Health Care in *Entrepreneur's* 32nd annual Franchise 500, has selected franchise marketing veteran Barry J. Parrish as its new Vice President of Marketing.

“The continued growth of the senior services industry, coupled with our own dramatic growth since we began franchising three years ago, has created a need to expand our marketing efforts to new levels,” said Newman. “We selected Barry Parrish to lead those efforts because of his relentless passion for excellence and his depth of proven experience within franchise environments.”

Mr. Parrish is an award-winning executive with over 25 years of success in high-profile corporate, franchise and dealer marketing environments. He has worked with major brand franchisors, franchise operating companies and individual franchisees, as well as serving all three as an advertising agency executive. His experience encompasses such brands as: Howard Johnson, Ramada, Hyatt and Hilton Hotels; American Express Travel Service offices; Amoco Oil gasoline service stations; Allied Van Lines; Dairy Queen and Cork & Cleaver Restaurants; Midas-International; John Deere and Johnson Marine dealers, and others.

“Barry Parrish is a brand builder,” said Jake Brown, Chief Operating Officer for Always Best Care. “He has demonstrated ability leading strategic brand initiatives, creating compelling, award-winning marketing, exciting and motivating teams, driving revenue, improving market share and building customer loyalty.” Barry Parrish is no stranger to healthcare environments, added Mr. Brown. Earlier in his career, Mr. Parrish was the European and African coordinator for Colgate-Palmolive advertising agencies, serving as international liaison with ministries of health and education, Colgate subsidiaries and agencies in diverse multi-cultural environments.

“We are thrilled to have Mr. Parrish join the team at Always Best Care,” said Mr. Newman. “And we expect big things from him as we expand our marketing and advertising programs throughout the United States, Canada and other countries.”

Always Best Care Senior Services, (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, assisted living placement assistance, and skilled home health care. 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 on services provided by Always Best Care Senior Services, please visit alwaysbestcare.com. For information on franchising opportunities, visit <http://franchisewithalwaysbestcare.com/>

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