



FOR IMMEDIATE RELEASE

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Always Best Care® Names Larry Miramontes Vice President Marketing

Senior care company taps leading marketing expert with extensive brand, communications and franchise industry experience

Roseville, CA (October 13, 2015) — Always Best Care® Senior Services, one of the leading senior care franchise systems in the United States, today announced Larry Miramontes of Sacramento has been selected to serve as the company’s Vice President of Marketing.

Always Best Care is one of the nation’s leading providers of non-medical in-home care, assisted living placement services and skilled home health care. The company delivers its services through an international network of more than 200 independently owned and operated franchise territories and area representatives throughout the United States.

According to Always Best Care founder and CEO Michael Newman, “Mr. Miramontes is an ideal candidate to oversee our marketing and communications. Not only has he led marketing for major brands and companies but he also has extensive franchise experience. I have no doubt Larry will play a major role in the next phase of our growth and I am very proud to welcome him to the Always Best Care team.”

Mr. Miramontes brings more than 20 years of experience in financial, entertainment, sports management and the renewable industries. His expertise is extensive, covering strategic planning, communications, advertising, branding, social media, market research, franchising, strategic partnerships and revenue generation.

Prior to joining Always Best Care, Mr. Miramontes served in key marketing roles at MHR, a home remodeling company, and SMA America. Previously, he was Vice President of Marketing for Roni Deutch Tax Center franchise system from 2008 to 2011 where he was instrumental in helping the tax resolution law firm become the 4th fastest growing young

franchise in the nation. Prior to Roni Deutch, he served as Sales and Marketing Director at Palace Entertainment and Sales and Marketing Director with Six Flags Theme Parks and Raging Waters water parks in Northern California. While at Six Flags, Mr. Miramontes: managed a multi-million dollar media budget for network television, cable, radio, print and outdoor advertising for three major entertainment venues in Northern California; worked closely with media partners and advertising agencies to develop relevant and effective communications; negotiated strategic marketing alliance agreements with high profile companies such as Coke, McDonald's, Burger King, Taco Bell, Costco, Albertson's, Toyota; and delivered more than \$11 million in sales (2005).

Mr. Miramontes earned a Bachelor of Science degree in Environmental Design from the University of California Davis, CA, and an MBA from Golden Gate University San Francisco. He is actively involved in youth sports.

For information on Always Best Care franchise opportunities, call toll-free 1-855-430-CARE (2273), contact franchisesales@abc-seniors.com, or visit www.franchisewithalwaysbestcare.com.

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About Always Best Care

Founded in 1996, Always Best Care Senior Services 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 assists seniors with a wide range of illnesses and personal needs, and currently provides more than 3 million hours of care every year. Franchise opportunities are available to individuals interested in leveraging the company's clear strategy and proven track record for delivering affordable, dependable service to seniors in their local areas.

By working with case managers, social workers, discharge planners, doctors, and families, Always Best Care franchise owners provide affordable, comprehensive solutions that can be specifically matched to meet a client's particular physical or social needs. The hallmark services of the Always Best Care business portfolio include non-medical in-home care and assisted living finder and referral services, with skilled home health care now being phased in throughout the country. For more information, visit www.AlwaysBestCare.com. For franchise opportunities, visit www.FranchiseWithAlwaysBestCare.com.

Always Best Care also offers *Free ABC Rx* cards, which provide discounts of up to 65 percent off the cost of prescription drugs at more than 56,000 pharmacies across the USA, and have saved consumers nearly \$500,000 since its inception. This service is offered at no cost to the users, and *Free ABC Rx* cards cover many medications that Medicare Part D and regular insurance often do not. To download a free card, visit www.FreeABCRx.com.

Another exclusive program offered by Always Best Care is *Always in Touch*, a telephone reassurance program that provides a daily phone call to seniors and disabled adults who are living alone and have limited contact with the outside world. Always in Touch is the *only* absolutely free national telephone reassurance program of its kind anywhere in the USA and Canada. For more information on Always in Touch, or to request an application, visit www.Always-in-Touch.com.