



FOR IMMEDIATE RELEASE
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Always Best Care Senior Services Names Bodden Partners and E&M Media for TV Campaign

Roseville, CA (March 29, 2012) — Always Best Care Senior Services, *Entrepreneur* magazine's fastest growing Senior Care franchise system over the past two years, today announced it has selected New York-based advertising agency Bodden Partners to build a special franchise development television campaign. At the same time, the company also announced the selection of E&M Media Group, New York, to handle nation-wide media buying for the campaign.

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 operates through an international network of more than 200 independently owned and operated franchises and area representative offices.

"We're truly excited about taking our franchise development efforts to the next level," stated Michael Newman, founder and Chief Executive Officer of Always Best Care. "With nearly 10,000 people in the United States turning 65 years old each day, there is a growing need for the services our franchisees provide – as well as a need to make sure we continue our own internal growth by adding franchisees capable of serving the growing needs of our clients."

Bodden Partners is an independent fully integrated marketing communications company. The privately held firm offers clients a broad array of services including advertising, direct marketing, event management, interactive/digital communications, public relations and more. For over 30 years, Bodden Partners has provided exceptional advertising and marketing services to clients, and currently represents the National Education Association, New York Daily News and Israel Ministry of Tourism, among other top-tier brands and organizations.

E&M Media Group, founded in 1995, is the nation's largest full-service direct response per-inquiry media company, specializing on television, radio, Internet and in print.

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According to Mr. Newman, Always Best Care talked with a variety of agencies across the country before selecting Bodden Partners. The new campaign will be funded by contributions from Always Best Care and its team of more than 25 Area Representatives, many of whom attended final agency presentations.

“I want to point out the significant contributions made by our AR Advertising Committee,” said Mr. Newman, “consisting of Mark Lembo of Tampa, Chris Ziegler of Virginia, Trish Trader of the Pacific Northwest, and Rod Weaver of Massachusetts. They were instrumental in driving this project and working closely with Always Best Care marketing to make it all happen.

“Our campaign will begin the last week in April,” said Mr. Newman. “It is our goal to be the first home care company with a national franchise development television advertising campaign. We’ve always been innovators, and this represents just one more reason we’re leading the way to new horizons in the home care industry.”

For information on Always Best Care franchise opportunities, contact Steve Marcus, Vice President, Franchise Development, at franchisesales@abc-seniors.com, or visit www.franchisewithalwaysbestcare.com.

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About Always Best Care

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 25,000 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.