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ALWAYS BEST CARE EXPANDING INTO CHATTANOOGA

Fastest-growing Senior Care franchise system plans 3 locations in Chattanooga area

Chattanooga, TN (January 23, 2012) – Always Best Care Senior Services, recognized by *Entrepreneur Magazine* as the fastest growing Senior Care franchise system in the United States over the past two years, is targeting the greater Chattanooga area for immediate expansion.

“With franchises already open in Nashville and Knoxville,” said Will Ortale, Always Best Care Area Representative for Tennessee, “we’ve built a strong reputation and presence in Tennessee. We believe there’s an opportunity for 20 Always Best Care locations across the state, and three specifically in the Chattanooga area.”

Always Best Care area executives will be hosting a free informational business ownership seminar on Tuesday, January 31, 2012 at 7pm EST at the Hilton Garden Inn Downtown Chattanooga. Anyone interested in attending can call 1-800-381-2124 to reserve a seat.

Founded in 1996, Always Best Care provides non-medical in-home care, assisted living placement services and skilled home health care through an international network of more than 175 independently owned and operated franchised territories.

"We're excited about expanding the Always Best Care brand into an important and growing region of Tennessee as we extend our reach and support for the elderly across the entire state," said Ortale. "With 10,000 people across the country turning 65 everyday, there is a growing need for high quality senior care. We're confident that Always Best Care's broad range of services

will fulfill a need for people in Tennessee who are struggling with caring for their aging family members."

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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.

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 Senior Services business portfolio include in-home care and assisted living placement.

For more information, visit www.alwaysbestcare.com or contact Will Ortale at 615-346-9369.