



FOR IMMEDIATE RELEASE
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CONTACT: Barry J. Parrish
bparrish@abc-seniors.com
916-596-1825

Always Best Care Senior Services Awards First Franchise in Minnesota!

Roseville, CA (December 12, 2011) — Always Best Care Senior Services, named by *Entrepreneur* magazine as the fastest growing Senior Care franchise system in the USA, today announced the company has awarded its first franchise in Minnesota and is now expanding into the northeast suburbs of St. Paul, including the St. Croix Valley, Stillwater and White Bear Lake.

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 franchises.

The new Always Best Care franchise is owned and operated by Laurie and Michael Cherry of Lake Elmo. According to Ms. Cherry, the new franchise will feature Always Best Care's non-medical in-home care and assisted living placement services.

"I am thrilled to have awarded our newest franchise to a couple of Laurie and Michael Cherry's character and capabilities," said Michael Newman, founder and Chief Executive Officer of California-based Always Best Care. "I'm confident they will be valued additions to the Always Best Care team."

Ms. Cherry most recently served as a substitute teacher at local elementary and junior high schools. Her background is in education, and she holds a BA in Elementary Education.

Over the past 15 years, she was active throughout the community, serving as vice president of the PTA, delivering Meals on Wheels, teaching at the local senior center, and leading Mom's in Touch at her son's junior high school.

"My involvement within the community left me with a desire to pursue a meaningful vocation," she said. "I was attracted to Always Best Care because I believe in the sacred value and quality of

human life. By being a part of Always Best Care, I will be a voice for the quality of life for the seniors with whom I come in contact.”

The new Always Best Care Senior Services office is located at 2461 Mendel Ave N, Lake Elmo, MN 55042, and may be reached by calling (651) 485-5382 or via email at lcherry@abc-seniors.com.

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.