

FOR IMMEDIATE RELEASE

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Always Best Care Senior Services Honored Wins Two Awards for Consumer TV Campaign

Roseville, CA (August 15, 2013) – Always Best Care Senior Services has won two prestigious Communicator Awards for the company's new consumer television advertising campaign. These international awards recognize excellence in marketing and advertising from around the world.

Based in Roseville, CA just outside the state capitol in Sacramento, 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 180 independently owned and operated franchise territories.

"I am thrilled to be honored with these Communicator Awards for our new consumer television advertising campaign," said Michael Newman, founder and CEO of Always Best Care. The company's commercial promoting its non-medical in-home care services was selected as a Gold Award of Excellence winner, and its assisted living services commercial was featured as a Silver Award of Distinction recipient.

"Our advertising agency, Bodden Partners of New York, developed these commercials based on a major research study which involved 70 personal interviews with clients and franchise owners, and which ranging in time from 30 minutes to four hours," Mr. Newman continued. "As a result, our new commercials truly capture the essence of Always Best Care, and portray the close interaction and relationships that develop between our clients and our franchisees."

In addition to this recognition, Always Best Care's new television campaign also was recently honored with three Telly Awards for advertising excellence.

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The Communicator Awards is one of the leading international awards program recognizing big ideas in marketing and communications. Founded nearly two decades ago, The Communicator Awards receives over 6,000 entries from companies and advertising agencies of all sizes, making it one of the largest awards of its kind in the world. The Communicator Awards is sanctioned and judged by the International Academy of Visual Arts, an invitation-only group consisting of top-tier professionals from acclaimed media, communications, advertising, creative and marketing firms.

Founded in 1996, Always Best Care began franchising just six years ago, and now has more than 180 franchised territories throughout the United States. The company plans to expand to Canada, the United Kingdom, Australia, Germany and other countries in 2013/2014, according to Mr. Newman. Always Best Care has assisted more than 25,000 seniors representing a wide range of illnesses and personal needs.

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

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About Always Best Care

Always Best Care Senior Services, 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.