



FOR IMMEDIATE RELEASE
September 15, 2014

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

David Robinson of Boston Named Senior Care Company's "Franchisee of the Year"

Roseville, CA (September 15, 2014) – Always Best Care® Senior Services announced today the company has selected David Robinson, an Always Best Care business owner from Boston, MA, as the recipient of its 2014 *Franchisee of the Year* award.

Founded in 1996, Always Best Care began franchising in 2007 and is one of the fastest growing senior care franchise systems in the USA and Canada. The company delivers a combination of non-medical in-home care, assisted living finder/referral services and skilled home health care through an international network of more than 180 independently owned and operated franchised territories.

Mr. Robinson was selected on the basis of 12 distinct criteria, according to Michael Newman, founder and Chief Executive Officer of Always Best Care. The criteria consisted of caregiver relationships, support of fellow franchisees, sales success, participation in Always Best Care programs, and support of corporate initiatives, among others.

"I am very excited to be named the 2014 recipient of this prestigious award," said Mr. Robinson. "I have always enjoyed the work I do as part of the Always Best Care organization, but to be recognized by the company in this way is truly a much appreciated honor that makes my work all that more fulfilling."

The award was presented at a special ceremony attended by Always Best Care's national system of Area Representatives, corporate management, support personnel and other winners in the company's home city of Roseville, CA (just outside of Sacramento).

-- more --

Mr. Robinson's award came with an all-expenses paid trip to California, including two days in Napa Valley with special wine tastings, vineyard visits and gourmet dinners.

"I am very pleased to present David Robinson with this award," said Mr. Newman. "I am proud to have someone of his leadership and character representing Always Best Care. He has demonstrated a deep commitment to our core mission of providing compassionate and quality care and very clearly is deserving of this award."

According to Mr. Newman, Robinson demonstrated outstanding leadership and business performance in several key areas, including: sales ranking (#2); caregiver to client ratio; leadership role in the Leadership Summit Meeting; a willingness to speak with new franchisee candidates and mentor franchisees throughout the year; assisted living referral revenue; annual revenue increase; and revenue mix.

Mr. Robinson is the owner of Always Best Care of Boston, located at 68 Leonard Street, Belmont, MA 02478. Phone (617) 489-9000, or visit www.alwaysbestcareboston.com. To contact Mr. Robinson directly, email david@alwaysbestcareboston.com.

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



#

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 more than \$400,000 since its inception. This service is offered at no cost to the users, there are no deductibles, no waiting periods, no pre-existing exclusions, and no eligibility requirements -- *everyone* can use the card (even family members and pets!). The *Free ABC Rx* card covers 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.