



FOR IMMEDIATE RELEASE
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Always Best Care Senior Services Expands with 3rd Franchise in Indiana!

Roseville, CA (July 9, 2012) — Always Best Care Senior Services, *Entrepreneur* magazine's fastest growing Senior Care franchise system over the past two years, today announced the company has awarded its third franchise in Indiana and as a result is now expanding into the Noblesville area, including Anderson and Fishers as well as several smaller townships. Always Best Care franchises now provide service to Indianapolis, Carmel, Kokomo and Lafayette in addition to the new Noblesville service.

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 200 independently owned and operated franchises and area representative offices.

The new Always Best Care franchise is owned and operated by Paul Roberts, an experienced international corporate executive with more than 23 years of service in the United States and Asia for Rockwell Automation, where, among other accomplishments, he established the first sales/service office for Rockwell in Manila, Philippines.

"I am very pleased that we have awarded our newest franchise to a person of Paul Robert's solid business background, character and integrity," said Michael Newman, founder and Chief Executive Officer of Roseville, CA-based Always Best Care. "I'm confident he will be a valued addition to the Always Best Care team."

Mr. Roberts has personally experienced the stress and challenges inherent in providing in-home care for elderly relatives. "Experiencing my mother's lengthy struggle to take care of her own aging parents left a lasting impression," he said. "My family did not have the financial resources to provide specialized care, much less even consider assisted living communities, so the role of caregiver was undertaken primarily by my mother. She

struggled daily with her own job, trying to take care of both of her parents, and just trying to find time for herself along the way. That experience helped me decide to help entire families (not just individuals) by reducing the burden of providing care to their loved ones.”

Mr. Roberts is married and has two daughters. His family moved to Noblesville from Detroit four years ago. “I am looking forward to helping those in need, and at the same time being able to give back to the community – not only by providing employment, but through partnering, sponsorships and simply participating in various groups, clubs, and local events that benefit the community in general, and the senior populous specifically,” he concluded.

Always Best Care of Noblesville is located at [5928 Mill Oak Drive, Noblesville, IN 46062](#), and may be reached by calling (317) 219.0420, or via email at proberts@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.