



FOR IMMEDIATE RELEASE
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Always Best Care Senior Services Expands with 15th Franchisee in California!

Roseville, CA (November 30, 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 15th franchise in California and is now expanding into the Marina del Rey, Manhattan Beach, Inglewood, Hawthorne and surrounding communities.

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 Mozghan Yahiapour, an experienced business professional with significant start-up success. . According to Ms. Yahiapour, the new franchise will feature Always Best Care's non-medical in-home care and assisted living placement services.

"I am proud to have awarded our newest franchise to a woman of Mozghan Yahiapour's solid business background and understanding of our concept," said Michael Newman, founder and Chief Executive Officer of California-based Always Best Care. "I'm confident she will be a valued addition to the Always Best Care team."

Ms. Yahiapour is an accomplished financial executive with strength in management and operations, with an enhanced ability to identify underlying risks, deficiencies, and opportunities, and form optimal strategies and execution plans for improvements. Most recently, she held a variety of executive positions with subsidiaries of Louis Vuitton Moet Hennessy for more than 12 years, including Sephora USA, Inc., a fast growth, luxury cosmetics retailer with more than 200 locations throughout the United States and Canada. She earned an MBA at California State University Fresno's Graduate School of Business.

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Ms. Yahiapour feels that owning an Always Best Care franchise helps fulfill her dreams and ambitions. “Ideally, I wanted a business where I can have family values in a corporate work environment,” she said, “and be able to treat customers as part of the family. The personal approach of the Always Best Care system gives me the feeling of belonging.”

Her background also contributed to her decision to join the Always Best Care team. “I come from a culture that understands the elderly and elderly care. Both of my parents have been living with me for the last couple of years. My father is 87 and he still leads when we waltz -- even if he gets tired or forgets the steps!”

Always Best Care Senior Services is located at 4640 Admiralty Way, Marina Del Rey, CA 90292, and may be reached by calling (310) 892-3434 or via email at myahiapour@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.