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Always Best Care Senior Services Sets Annual Conference to Help “*Build a World Class Brand*”

Roseville CA, January 28, 2011 — Always Best Care Senior Services, named by *Entrepreneur* magazine as the fastest growing franchisor of In-Home Care, Assisted Living Placement and Skilled Home Health Care in the USA, announced today its second annual conference for its franchisee community will be held from Sunday through Tuesday, May 2--3, 2011 at the Delray Beach Marriott in Delray Beach, Florida.

This will be the second annual conference for Always Best Care, which began franchising just three years ago.

Michael Newman, found and Chief Executive Officer of Always Best Care said the brand has three primary objectives for 2011 ...

- Gain non-medical in-home care, assisted living placement services, and skilled home health care market share at the franchise level through grass roots marketing efforts and national advertising
- Build a world class brand through exceptional service and culture
- Implement best practices throughout the system for managing a business from inception through maturity

Based on these goals and ideals, added Mr. Newman, “it only seems fitting the 2011 annual meeting theme is: **“Building a World Class Brand.”**”

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Mr. Newman promised ABC franchisees an agenda that will help them improve their professional skills and expertise in key critical areas. There will be guest speakers and opportunities for franchisees to network and share with their peers from around the country.

“Most importantly,” he added, “franchisees will have an opportunity to learn from experts in the field, learn about cutting edge marketing best practices, and hear first hand how ABC’s marketing team will be driving business and helping franchisees convert leads to sales.”

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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 10,000 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.