



FOR IMMEDIATE RELEASE
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Always Best Care Senior Services Expands Corporate Team with Internet Know-How

Roseville CA, March 7, 2011 — Always Best Care senior Services, featured by *Entrepreneur* magazine as the fastest growing franchise system in the Senior Care industry and by *AllBusiness.com* as one of its Top 10 Fastest Growing Franchises, has expanded its corporate team with the addition of Michael N. Lumbrazo II as the company's first Internet Marketing Manager.

Founded in 1996 in Roseville, CA (just northeast of Sacramento), Always Best Care began franchising only three years ago, and provides non-medical in-home care, assisted living placement services and skilled home health care through a network of more than 125 franchises throughout the country. The company has assisted more than 25,000 seniors representing a wide range of illnesses and personal needs.

"We are very excited about having Michael Lumbrazo join our team," said Michael Newman, founder and CEO of Always Best Care. "He has more than 15 years of proven experience in building Internet strategies and programs for major organizations, and we're looking forward to developing a digital marketing effort that will help build business for Always Best Care and our franchise community. Mr. Lumbrazo is the seventh new team member added to Always Best Care's corporate staff over the past four months, we continue to expand the supporting team for our franchisees," he added.

Mr. Lumbrazo's experience includes print and Internet advertising, sales and operations in both B2B and B2C project management and design. For always Best Care, he will be responsible for continued website development, Internet marketing, online digital marketing communications and call center management, according to the company's Vice President of Marketing, Barry J. Parrish

Prior to joining Always Best Care, Mr. Lumbrazo was Internet Marketing Manager for Turning Stone Resort & Casino, an award-winning resort destination resort in the heart of central New York.

A graduate of SUNY Institute of Technology in upstate New York, Mr. Lumbrazo earned his Bachelor of Science degree in Computer Programming.

For information on franchise opportunities with always Best Care, contact Steve Marcus, Vice President, Franchise Development, at franchisesales@abc-seniors.com, or visit the franchise discovery center website at 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.