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John & Kristine Lajeunesse of Connecticut Named “Franchisee of the Year” by Always Best Care

Roseville CA, June 17, 2011 — Always Best Care Senior Services, featured by *Entrepreneur* magazine as the fastest growing franchise system in the Senior Care industry, named Always Best Care of Central Connecticut, owned by John and Kristine Lajeunesse, its **“Franchisee of the Year”** at the company’s international conference in Delray Beach, FL.

Founded in 1996, Always Best Care began franchising in 2007, and now provides non-medical in-home care, assisted living placement services and skilled home health care through a network of more than 135 franchises throughout the country. The company has assisted more than 25,000 seniors representing a wide range of illnesses and personal needs.

According to Michael Newman, founder and CEO of Always Best Care, the prestigious “Franchisee of the Year” award encompasses a variety of criteria. “John and Kristine have embraced our in-home care and assisted living placement business models,” he explained, “and have created outstanding relationships within their communities. They are active volunteers with the Alzheimer’s Association, they participate in on-going training webinars and respond exceptionally well to coaching by their Area Representative, Ken Beaudry (under the Always Best Care system, local coaching, training, marketing and operational support is provided by a team of more than 30 Area Representatives in addition to national support provided by the corporate team). As a result, their trajectory of revenues is in excellent condition, and I believe they will be moving to the next level very shortly.”

The Lajeunesses relied heavily on mentoring by Always Best Care’s 2010 “Franchisee of the Year,” Bill Mathis of Always Best Care San Diego. “The consistent level of training and support from our corporate office, Area Representative and fellow franchisee provided the encouragement and motivation for us to succeed,” said John Lajeunesse. “This is definitely a team approach, and we are extremely grateful for the support we have received.”

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.