



FOR IMMEDIATE RELEASE
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Always Best Care Senior Services Expands to Canada with Four-Franchise Deal in Ontario!

Roseville, CA (July 25, 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 first four franchises in Canada as it expands into the northern suburbs of Toronto.

Always Best Care provides non-medical in-home care, assisted living placement services and skilled home health care through a now international network of 140 independently owned and operated franchises.

The new Always Best Care Senior Services franchises will serve most of the York region north of Toronto, including the communities of Richmond Hill, Newmarket, Aurora, Markham, Vaughan, Maple, Thornhill, Woodbridge, and King. The owners of all four franchises are the husband and wife team of Hubert and Sharon Rau. Mr. Rau is a former Senior Vice President at Citibank with significant international experience. With Citibank, he held several prominent positions in Spain, Bahrain and the United Arab Emirates. Mrs. Rau was a professor of English literature and taught at the undergraduate level. She is a successful communications skills coach and has worked with students of various nationalities and age groups, helping them perfect their spoken and written English skills.

“It gives me great pleasure to announce that we have awarded our first franchises in Canada to people with the character and overall business experience of Hubert and Sharon Rau,” said Michael Newman, founder and Chief Executive Officer of Roseville, California-based Always Best Care. “They are incredibly gifted individuals, and they bring a sense of urgency, excitement and commitment to meeting the needs and challenges facing the senior population in their territories. They are truly a great addition to the Always Best Care team.”

While with Citibank for 16 years prior to becoming part of Always Best Care, Mr. Rau served as Senior Vice President, Marketing in Spain; Vice President of Consumer

Business, Marketing & Sales in Bahrain; and Vice President, Customer Relationship Marketing in the UAE. He received an MBA from Kellogg-Schulich School of Business in Toronto, a Masters in Marketing and Bachelor of Science from the University of Mumbai, India. Mrs. Rau holds an MA, M.Phil. and Diploma in Communications from the University of Mumbai.

“My parents in India are current recipients of in-home care,” said Mr. Rau. “We know how emotionally trying and physically exhausting care giving can be. We want to reach out to families in our community and help them lead a life of reduced anxiety.” Mrs. Rau adds, “I looked after my grandmother, suffering from dementia, for over a decade. When she passed at the age of 93, she did so with dignity, love and respect. I understand the challenges and rewards that come with looking after the aged, the personal commitment it calls for, and the fulfillment one receives from it. From personal experience, Hubert and I know that senior care is a ‘vocation’ and not just a ‘job.’ We are emotionally invested in this business.”

Mr. and Mrs. Rau were introduced to Always Best Care by Mike Martin of the FranNet organization in Toronto. Mr. Martin was also instrumental in introducing Awnish Srivastava to Always Best Care; Mr. Srivastava then became the Always Best Care *Area Representative* in the Toronto area.

At Always Best Care, the foundation of franchise success is a powerful combination of corporate and local professionals working together with a vested interest in the franchisee’s growth. Always Best Care’s proven and successful Area Representative system provides this multi-tiered standard of support, with the Area Representative providing franchisees with a local leader, mentor, business coach, team builder and first responder to their needs.

Area Representatives also are responsible for driving the growth of their region and soliciting and awarding new franchises within their territories. In this regard, Mr. Srivastava worked closely with Mr. Martin and Always Best Care franchise sales specialist Dave Warn to guide Mr. and Mrs. Rau through the discovery process, ensuring they were a good “fit” within the Always Best Care culture and had a high potential for success in their new venture.

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.