



FOR IMMEDIATE RELEASE
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Always Best Care Senior Services Expands Partnership with Philips Lifeline

Roseville CA, August 15, 2011 — Always Best Care Senior Services, featured by *Entrepreneur* magazine as the fastest growing franchise system in the Senior Care industry, has announced a new expanded partnership with Philips Lifeline, the #1 medical alarm system in the United States for more than 30 years,

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 175 franchises throughout the country. The company has assisted more than 25,000 seniors representing a wide range of illnesses and personal needs.

Philips Lifeline is an easy-to-use personal response service that ensures older adults living at home get quick assistance whenever it's needed. According to the Centers for Disease Control, one out of every three people over the age of 65 in the USA will fall this year, and half won't be able to get up on their own. Lifeline connects more than 3.5 million subscribers and their caregivers. Lifeline receives 9 million calls per year, and intervenes an average of nearly once every minute!

Always Best Care and Philips Lifeline have worked together since 2005 to provide thousands of Always Best Care clients with peace of mind and independence with the Lifeline medical alert service. Now the partnership is being expanded to encompass the Philips Medication Dispensing Service, which helps seniors manage their medications at home. The automated system dispenses medications at pre-programmed times, helping to reduce the potential risk of unplanned hospital and doctor visits related to incorrect medication use.

“For seniors, this is an especially important system,” said Michael Newman, founder and Chief Executive Officer of California-based Always Best Care. “According to a study reported in the Archives of Internal Medicine, one out of 10 hospital admissions of seniors

are the result of incorrect medication use. We are exceptionally proud that Philips has selected Always Best Care to represent them as one of their marketing partners, which allows us offer these invaluable systems and products to our clients.”

For more information on Philips Lifeline and medication dispensing service, contact the Always Best Care at www.alwaysbestcare.com to find the location nearest you.

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.