



FOR IMMEDIATE RELEASE

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Always Best Care Senior Services Expands with 3rd Franchise in Maryland

Roseville, CA (February 10, 2014) — Always Best Care Senior Services, one of the leading Senior Care franchise systems in the United States, today announced the company has awarded its 3rd franchise in Maryland and as a result is expanding its coverage of the Washington DC area to encompass communities within Montgomery County MD, which includes Bethesda, Chevy Chase, Gaithersburg, Germantown, Kensington, Olney, Potomac, Rockville, Silver Spring and Wheaton.

Always Best Care now provides services through offices in Arlington, Fredericksburg, Herndon, Leesburg and Fairfax in Virginia, and Largo, Fallston and Potomac in Maryland.

Always Best Care is one of the nation's leading providers of non-medical in-home care, assisted living placement services and skilled home health care. The company delivers its services through an international network of nearly 190 independently owned and operated franchise territories.

The new Always Best Care franchise is owned and operated by Robin Henoach of Potomac. Ms. Henoach is a 20-year resident of Montgomery County, and a graduate of George Washington University. Ms. Henoach was introduced to Always Best Care by Stephanie Lewis, a franchise consultant with The Entrepreneur's Source (TES) organization.

Ms. Henoach has more than 20 years' experience with Cambridge Associates, an investment consulting firm, where she directed a global operation focusing on customer service, operational efficiency, and human resources and development. Her experience with managing business operations as well as recruiting, training, and developing a talented staff gave her the practical experience to run a business of her own.

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“I am sincerely pleased that we have awarded our newest franchise to a person with such impressive business credentials as Robin Henoch,” said Michael Newman, founder and Chief Executive Officer of Roseville, CA-based Always Best Care. “I’m confident she will become a successful member of the Always Best Care team.”

As a volunteer at the Hebrew Home of Greater Washington, Ms. Henoch’s work with seniors brought her to explore business opportunities within the senior community.

“Working with seniors can be a very rewarding experience,” she explained. “There is satisfaction with just putting a smile on someone’s face or in the appreciation that a senior shows you for helping them. Additionally, working with the senior population can help to expand your own knowledge if you listen closely to their stories and life experiences.”

Ms. Henoch’s vision for expanding Always Best Care into Montgomery County is to provide seniors in the community with the most compassionate, reliable, and dependable service. She considers coaching and mentoring individuals as one of her greatest strengths, and her goal is to coach individuals through the most emotional decisions regarding their family members.

Always Best Care of Mid-Montgomery County is located at 9409 Althea Court, Potomac, MD 20854, and may be reached by calling (301) 637-0233, or via email at rhenoch@abc-seniors.com. Visit them at www.abc-midmontgomery.com.

For information on Always Best Care franchise opportunities, call toll-free 1-855-430-CARE (2273), write to us at franchisesales@abc-seniors.com, or visit www.franchisewithalwaysbestcare.com.

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About Always Best Care

Founded in 1996, Always Best Care Senior Services 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 has assisted over 25,000 seniors, representing a wide range of illnesses and personal needs. Franchise opportunities are available to individuals interested in leveraging the company’s clear strategy and proven track record for delivering affordable, dependable service to seniors in their local areas.

By working with case managers, social workers, discharge planners, doctors, and families, Always Best Care franchise owners provide affordable, comprehensive solutions that can be specifically matched to meet a client’s particular physical or social needs. The hallmark services of the Always Best Care business portfolio

include non-medical in-home care and assisted living finder and referral services, with skilled home health care now being phased in throughout the country. For more information, visit www.alwaysbestcare.com.

Always Best Care also offers Free ABC Rx cards, which provide discounts of up to 65 percent off the cost of prescription drugs at more than 56,000 pharmacies across the USA, and have saved consumers more than \$300,000 since its inception. This service is offered at no cost to the users, there are no deductibles, no waiting periods, no pre-existing exclusions, and no eligibility requirements -- *everyone* can use the card (even family members and pets!). The Free ABC Rx card covers many medications that Medicare Part D and regular insurance often do not. To download a free card, visit www.FreeABCRx.com.

Another exclusive program offered by Always Best Care is *Always in Touch*, a telephone reassurance program that provides a daily phone call to seniors and disabled adults who are living alone and have limited contact with the outside world. Always in Touch is the *only* absolutely free national telephone reassurance program of its kind anywhere in the USA and Canada. For more information on Always in Touch, or to request an application, visit www.Always-in-Touch.com.