



FOR IMMEDIATE RELEASE
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Always Best Care Senior Services Expands with 2nd Franchise in Wisconsin!

Roseville, CA (April 24, 2012) — Always Best Care Senior Services, *Entrepreneur* magazine's fastest growing Senior Care franchise system over the past two years, today announced the company has awarded its 2nd franchise in Wisconsin and is now expanding into the capitol city of Madison and surrounding communities.

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 more than 200 independently owned and operated franchises and area representative offices.



*Darcey Nett, Owner
Always Best Care – Madison/West*

Always Best Care of Madison/West is owned and operated by Darcey Nett, a life-long Wisconsin resident and graduate of the University of Wisconsin. Prior to joining the Always Best Care family, Ms Nett had nine years of medical sales experience with the Pfizer Corporation, the world's largest pharmaceutical company, and extensive management experience with a Fortune 100 retail business. She also served with a variety of volunteer organizations, including the American Lung Association, Wisconsin Center for Abuse, National Kidney Foundation, Latino Health Council and many others.

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“I am very proud that we have awarded our newest franchise in Wisconsin to someone of Darcey Nett’s ability, drive and character,” said Michael Newman, founder and CEO of Roseville, CA-based Always Best Care. “I’m confident she will be a valued addition to the Always Best Care team.”

Ms. Nett, who is currently in the process of becoming a Certified Senior Advisor, says her personal experience led her to explore business ownership with Always Best Care. “My desire to provide reliable and compassionate care for my own family members motivated me to offer others the same peace of mind that comes from quality care for your family,” she explained.

“My vision is to bring full-service senior care to Madison seniors and their families,” she continued. “My goals are two-fold:

- 1) “ABC’s in home care providers will be Madison’s most qualified, caring, trustworthy and friendly caregivers.
- 2) “I look forward to finding the perfect fit for seniors when choosing an assisted living facility in the area based on research and the individual needs for each senior and their family.”

Always Best Care of Madison/West is located at 360 West Washington Ave #301, Madison, WI 53703, and may be reached by calling (608) 315-BEST (2378) or via email at dnett@abc-seniors.com.

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.