



FOR IMMEDIATE RELEASE
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National Prescription Drug Discount Program Launched by Always Best Care Senior Services

Roseville CA, June 24, 2011 — Always Best Care Senior Services is bringing a new kind of health care savings to communities across the country. Now everyone can enjoy savings up to 65% off the retail cost of prescription drugs with the FREE Always Beat Care prescription discount card!

It's a known fact that prescription drug costs are growing. At the same time, millions of Americans do not have medical insurance, and millions more are underinsured. In addition, seniors face excluded drugs with Medicare. All this adds up to financial strains for many who need help. To help combat these factors, Always Best Care has launched its Free ABC Rx Discount Prescription Card program. The Free ABC Card is not insurance, but a substantial discount program that can save those with no coverage or restricted coverage up to 65% on prescriptions at over 56,000 pharmacies nationwide.

Perhaps best of all, the Free ABC Rx program is indeed completely free, no personal information is ever asked for or collected, and there is no activation process or waiting period for coverage.

The program is backed by WellDyne, a well-recognized national pharmacy benefits manager. Consumers may visit www.freeABCrx.com, select "***Print Your Free ABC Rx Card Now.***" print a card and be ready to save at over 56,000 pharmacies nationwide. Users only have to give or show the card at a participating pharmacy to get their discount. If the user already has insurance, they can use this card to get the lower of the insurance based price or the Free ABC Rx Discount Card price on prescriptions or medications that may not be covered by their insurance at all. And -- one card may be used for all members of the person's family. Cards also are available from local always Best Care offices.

Michael Newman, founder and CEO of Always Best Care, said, "We initially launched this program to help our caregivers and clients. When we looked at it, we realized that we could help many more people throughout the country by providing them with the same benefits. Our entire business model is taking care of people. This program is a natural addition to what we do every day."

Founded in 1996, Always Best Care provides non-medical in-home care, assisted living placement services and skilled home health care through a nationwide network of more than 135 independently owned and operated franchises. Always Best care combines national strength and standards with local accessibility and personal service.

Always Best Care was featured in January by *Entrepreneur* magazine as the fastest growing franchise system in the Senior Care industry, and has been honored with a host of other awards – including Best Franchises for Veterans (*Military Times EDGE*), Top Low-Cost Franchises (*Franchise Business Review*), Top 50 Franchises for Minorities (*National Minority Franchise Initiative*), 40 Best Franchises for African Americans (*Black Enterprise* magazine) and Top Home-Based Franchises (*Entrepreneur* magazine).

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.