



FOR IMMEDIATE RELEASE
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Always Best Care® Expands with 5th Senior Care Franchise in Colorado

Roseville, CA (March 11, 2015) — Always Best Care® Senior Services, one of the leading senior care franchise systems in the United States, today announced the company has awarded its newest and fifth franchise in Colorado. Always Best Care of East Denver/Aurora join offices serving Denver, Englewood, Boulder, Castle Rock, Broomfield, Littleton and Lakewood.

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 franchise territories throughout the United States.

The new Always Best Care franchise is owned and operated by Cindy Koch and Steve Winters. They were introduced to Always Best Care by Erin Nichols, the Always Best Care Area Representative for Colorado.

As an owner and operator of Always Best Care Senior Services Denver East, Cindy Koch formulates strategic sales and marketing plans and executes these efforts on a daily basis. Cindy employs her skills in building cross-functional relationships among organizations, stakeholders and the community to continually provide compassionate and professional senior care in the Denver metro area and Aurora.

Throughout her career, Cindy has shared her expertise and business acumen with various organizations within the hospitality industry. As a talented communicator and natural leader, Cindy utilized her organization and management skills to successfully executive events and large-scale meetings.

Cindy holds a master's degree in leadership and organizational management and earned her Bachelor's of Science in business administration from the University of Denver. A true

Coloradoan, Cindy enjoys staying active by skiing in the winter and tennis and golf in the summer.

Cindy's business partner, Steve Winters, is responsible for the sales and marketing strategy while providing compassionate and professional care to seniors in the Denver metro area. In addition to strategic insight, Steve draws upon his corporate accounting background to administer the daily operations of the Denver East franchise.

Prior to joining Always Best Care, Steve was an Audit Manager for CHAN Healthcare, a Crowe Horwath company where he delivered high quality internal audit results to his client Catholic Health Initiatives, a national healthcare organization.

Always looking to remain active, Steve is an avid skier and tennis player and enjoys his involvement with the local community through his work with Project Angel Heart, an organization which delivers nutritious meals to improve quality of life for those coping with life-threatening illnesses.

Steve holds an MBA from the Thunderbird School of Global Management and graduated with a Bachelor of Arts with a double major in international relations and German from the University of Colorado.

"I am very pleased to welcome Cindy Koch and Steve Winters as our newest franchisee owners," said Michael Newman, founder and Chief Executive Officer of Roseville, CA-based Always Best Care. "Cindy and Steve both bring extraordinary passion to the quality care for seniors, not to mention their combined significant business expertise. I am both proud and excited to welcome them to the Always Best Care family."

"We are very honored to be awarded the Always Best Care franchise," said Cindy and Steve. "Helping the seniors of our community is something about which we both are extremely passionate. And we are so pleased be doing that with a leading organization such as Always Best Care."

Always Best Care of Denver East is located at 530 Yosemite Street Suite 101 Denver, CO 80230 and may be reached by calling (720) 390-1383 or by emailing ckoch@abc-seniors.com or swinters@abc-seniors.com For more information please visit

www.AlwaysBestCareDenverEast.com

For information on Always Best Care franchise opportunities, call toll-free 1-855-430-CARE (2273), contact 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 assists seniors with a wide range of illnesses and personal needs, and currently provides more than 4 million hours of care every year. 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. For franchise opportunities, visit www.FranchiseWithAlwaysBestCare.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 59,000 pharmacies across the USA, and have saved consumers more than \$400,000 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.