



## NEWS RELEASE

### **THE SENIOR'S CHOICE ACHIEVES TOP 50 RANKING IN ENTREPRENEUR MAGAZINE'S FRANCHISE 500®** *Unique Business Model Differentiates Company from Other Franchises*

**DANA POINT, CA January 9, 2009** – Entrepreneur Magazine's annual Franchise 500® ranks The Senior's Choice highly in several important categories, including: #13 Top New, #27 Fastest Growing and #50 Low-Cost, bringing welcomed recognition to the company's many successes in 2008. Additional celebrated rankings are: #62 Top Home Based, #191 Top Global and #248 Franchise 500® - an increase from the previous year's ranking of #439.

Recognized by entrepreneurs and franchisors as the most comprehensive listing available, Entrepreneur's annual Franchise 500® is a compilation of the top-ranking franchise companies in the nation. Together, the ranked companies generated a total of \$305 billion in revenue worldwide. Entrepreneur's Franchise 500® issue hits newsstands in March.

"I'm very proud that Entrepreneur Magazine chooses to recognize The Senior's Choice year-after-year for its unique 'un-franchise' concept," said president and founder Steve Everhart. "And to be ranked this year within the Top 50 in three separate categories is very exciting."

The Senior's Choice franchisees receive expert training and ongoing support from some of the most experienced support staff in the industry, along with business operating systems, sales and marketing materials, software, referrals and everything else required to start, run and grow a business. Financing is available to qualified franchisees.

"The secret to our success lies in our unique franchise model," said Everhart. "We are the only senior care franchise that charges no royalty fees, has no long-term contracts, allows franchisees to create their own brand identity, and gives them complete flexibility to operate their business in the manner they choose. It's what makes us the 'Un-Franchise' senior care company."

Founded in 1999, The Senior's Choice has over 160 franchises throughout the United States and Canada. The Senior's Choice is accredited by the Better Business Bureau and holds a AA rating.

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