



NEWS RELEASE

THE SENIOR'S CHOICE RANKS 27th AMONG ENTREPRENEUR MAGAZINE'S FASTEST-GROWING FRANCHISES IN 2007 *Unique Business Model Differentiates Company from Other Franchises*

DANA POINT, CA, December 25, 2007 – The Senior's Choice was ranked by Entrepreneur Magazine as the 27th fastest-growing franchise in the United States in 2007, a remarkable achievement by the company.

Recognized by entrepreneurs and franchisors as the most comprehensive listing available, the Franchise 500 in Entrepreneur's January 2008 issue reveals for the 29th straight year the latest top-ranking franchise companies in the nation for the previous year. Together, the companies ranked generated a total of \$305 billion in revenue worldwide. Entrepreneur's Franchise 500 issue hits newsstands on Dec. 25, 2007.

“We are extremely proud to be ranked in Entrepreneur Magazine's prestigious annual Franchise 500 edition,” said Senior's Choice founder and president Steve Everhart. “To be ranked as the 27th fastest growing franchise overall is truly an honor and validates all of the hard work we have done to make The Senior's Choice the most attractive option for entrepreneurs seeking to purchase a senior care franchise.”

All Senior's Choice franchises are independently owned and operated, which differentiates it from its industry peers. Franchisees receive expert training, operational support and guidance, software, a comprehensive operations systems manual, sales and marketing materials, referrals and more. Financing is also 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.”

Founded in 1999, The Senior's Choice has over 160 franchises throughout the United States and Canada generating in excess of \$100 million in revenue in 2007. The Senior's Choice is accredited by the Better Business Bureau and holds a AA rating.

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