



NEWS RELEASE

WORK OPTION GROUP JOINS FORCES WITH *THE SENIOR'S CHOICE*
Leading Provider of Backup Care Seeks to Expand Provider Network

CAPISTRANO BEACH, CA, April 20, 2007 –Work Options Group, the leading provider of backup care, recently joined forces with The Senior's Choice organization to expand its provider network in the United States and Canada. Through its program *Backup Care Options*, Work Options Group contracts with Fortune 500 companies to provide temporary senior care solutions as part of their employee benefits. By joining forces with The Senior Choice's 200 plus members, Work Options Group increases its ability to provide elder care services to its clients, while TSC members benefit through an increase in referral opportunities.

"This is a win-win for both companies", said Steve Everhart, President and Founder of The Senior's Choice. "Work Options Group and the tens of thousands of employees they service will now have greater choices when it comes to selecting a home care provider for themselves or their loved ones, and our members will increase the number of referrals they receive, helping them to generate more revenue."

When families experience temporary breakdowns in their normal care arrangements, employees are often forced to miss work. With nearly 27 million family caregivers serving in the workforce, eldercare issues already have a significant financial impact on organizations, costing employers up to \$29 billion annually. As a result, leading companies such as Microsoft, Accenture, Verizon Wireless and AT&T, among many others, are offering backup care programs to assist their employees in finding care, allowing them to get to work and know that their loved ones are in skilled hands.

"It comes as no surprise to me that Work Options Group wanted to partner with us," said Everhart. "Our members' reputation in the industry as caring and trusted providers is well known," he said. "And tapping into our large and geographically diverse network will enable them to contract with more employers. This is a relationship that will benefit both parties for many years to come."

Founded in 1998, The Senior's Choice is the nation's largest network of private duty home care companies caring for seniors. With over 200 members in the United States and Canada, The Senior's Choice offers its members the unparalleled opportunity to become successful independent business owners. The Senior's Choice membership model was developed as an alternative to franchising that gives entrepreneurs a step-by-step guide to starting their businesses, along with a comprehensive training program and unparalleled support, without the long-term conditions and costs imposed on them by a franchise.

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