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THE SENIOR'S CHOICE MARKS SIXTH YEAR WITH ALMOST 200 MEMBER COMPANIES ACROSS NORTH AMERICA

**The Company is the Innovator and Leading Membership Network for Senior Companion
Care Providers**

Incline Village, Nevada, January 2, 2006- The Senior's Choice (TSC), the leading membership network for non-medical in-home care providers, recently marked its sixth-year anniversary with almost 200 member agencies on board. This growth reflects, in part, the company's unique Membership model which has proven to be a preferred alternative to the traditional franchises in home care. The Membership model allows a cost effective alternative and entry into an industry that is exploding, and also offers small to mid-sized private duty companies with unique marketing programs, practice management, operating systems representing the industry's "best practices", and referral partner channels. The Company was founded in late 1999 by Steven Everhart, a seasoned businessman with over 30 years entrepreneurial experience and a health care veteran. In the 90's Everhart built from scratch a leading health care franchise company with over 100 franchisees nationwide. Mr. Everhart leveraged his business acumen and knowledge of franchising with his senior care experience and TSC is making significant progress toward a leadership position within the senior companion care industry. The company expects membership to increase more than 30% percent this year.

"What's driving our growth is the lower required capitalization compared with the franchises and the competitive advantage we offer with our Certified Companion Aid (CCA[®]) Program, among others. Another distinct advantage is the ongoing support offered to our Members at a reasonable flat monthly fee, rather than royalties tied to revenues," said Everhart, who serves as CEO. "What we know from our Members is that the national branding offered by franchises has no value to them in what is a very local and personalized service to seniors and their family members. We provide a more flexible model with more choices in terms of how and where you operate your business, and offer our members all the tools, resources and on-going support they need in setting up, promoting and operating their businesses."

Everhart said that his company's flexible approach allows members to select their own company names and brand them accordingly. Unlike franchises, members do not sign long-term contracts and membership includes large, protected territories.

“The TSC Members tell us that they selected us largely because we have hands-on expertise in the business and the collective strength and experience of our almost 200 fellow Members that are using our Operating and Marketing Systems to gain a competitive advantage in their local markets,” said Everhart.

According to government and industry statistics, the home care industry represents an unprecedented business opportunity that should continue for at least the next two decades.

Everhart cited facts and figures behind his industry’s growth:

- There are 77 million Baby Boomers many of whom care for an elderly loved one and most are employed in the workforce and need some help.
- Millions of seniors have the financial resources to pay for home care and will spend to be able to stay at home. An AARP study showed that 85 percent of aging Americans say they prefer to stay in their own homes as long as possible.
- The 85+ age group is the fastest-growing segment of the U.S. population. Of this group, 45 percent need help with some aspect/s of their daily activities, but not necessarily 24/7 medical care.

Beyond seeing a good business opportunity and coming up with a creative way to take advantage of it, Everhart launched TSC to help others get involved in a business that is both financially and emotionally very rewarding and with unlimited potential for growth.

“We are attracting caring people from all walks of life and backgrounds,” said Everhart. “In addition to wanting to operate your own business, to be successful in our industry, it’s critical to have a burning desire to be a trusted resource for seniors in your community.”

The Senior’s Choice is headquartered at 774 Mays Blvd, Ste 297 Incline Village, Nevada and has regional offices in Capistrano Beach, California and Charlotte, North Carolina. For further information call 888.725.3655 or visit www.theseniorschoice.com.