



CONTACT: Steve Everhart
888-725-3655 or steve@theseniorschoice.com

FOR IMMEDIATE RELEASE

THE SENIOR'S CHOICE EXPANDS TO KOREA

DANA POINT, CA – The Senior's Choice is pleased to announce its most recent international expansion with the launch of its new master franchisee in Korea. The Senior's Choice - Korea boasts an accomplished and energetic team who hosted their grand opening event on Thursday, April 26, 2012.

At the grand opening event, Mr. Joe Han introduced the senior care opportunity to an assembly of over 100 businesspeople in a session entitled, "Beyond Home Care." Then Mr. Jae Ik Lee, CEO of TSC - Korea, hosted and presented the balance of the program to the attendees. It was an exciting day and many were introduced to the home care business model for the first time.

Steve Everhart, president and founder of The Senior's Choice, said, "All of us on The Senior's Choice executive team, as well as all of our members throughout North America and around the world, are excited to welcome TSC - Korea into the family, and we're honored to provide our world class systems and support throughout their journey. We are looking forward to working closely with them, and to taking advantage of this wonderful opportunity to bring superior in-home care to the people who need it throughout Korea."

The Senior's Choice, founded in 1999, is the largest membership network of non-medical home care and medical staffing providers in the world, with 180 franchisees in the U.S, Canada and internationally. More information can be found at www.theseniorschoice.com.



The Senior's Choice – Korea

Top row (L-R): Soo Hyung Kim, Research Associate of Future Mosaic Institute; Hae Yul Yoo, Finance Director of Prohuman, Inc.; In Chul Shin, Auditor of Senior's Choice. **Middle row (L-R):** Han Jong Cho, Director of Future Mosaic Institute; Sung Hun Park, General Manager of Senior's Choice; Jae Ik Lee, CEO of Senior's Choice; Joe Han, Executive Director of Future Mosaic Institute. **Bottom row (L-R):** Volunteer; Min Ji Kim, Social Worker of Senior's Choice; Young Min Kim, Social Worker of Senior's Choice; Volunteer.