



NEWS RELEASE

CBS Embraces Fall Prevention TSC President Steve Everhart is Featured Expert on National CBS Early Show

LOS ANGELES, CA, March 14, 2006 – The Senior's Choice, the largest North American network of independently owned companion care companies, is pleased to announce that its President, Steve Everhart, was featured on the CBS Early Show on March 14 as a guest expert on senior fall prevention. Due to its reputation as the pre-eminent expert organization on making seniors safer in their own homes, the Senior's Choice was invited by the Early Show to educate its several million strong audience on the danger posed to seniors by in-home falls as well as the necessary steps to best avoid a fall. The Early Show has plans to make the subject a recurring theme and has requested The Senior's Choice appear again soon to reiterate and expand upon the topic.

On the heels of this interview, The Senior's Choice is being sought out by numerous television and radio programs to provide this same valuable information to audiences around the country. These media interviews underscore the large scale public information effort on the part of The Senior's Choice to raise awareness on a variety of senior care and senior quality of life themes, fall prevention in particular.

This media attention is the result of a major public relations effort by The Senior's Choice on behalf of its members. Members are encouraged to use this opportunity to promote themselves in local markets as members of The Senior's Choice with the same expertise in senior issues as the Network they belong to. "Members asked us to help them build brand and expertise recognition and we're committed to that. This is a great time for members to tie into the Network branding to their benefit." said Everhart. "As a unified force, we can make life safer for seniors."

Marc Katz, president of Hearts of Joy Senior Care in Scottsdale, Arizona and member of The Senior's Choice said, "The Senior's Choice public relations effort here in the Phoenix area has allowed us to garner more public awareness and community presence. It has increased brand recognition, not just for us, but for fellow members across the major metropolitan market. The opportunity is there for everyone and we couldn't be happier with the results."

To watch the featured segment, click here http://www.theseniorschoice.com/cbs_interview.html.

To view a Home Safety Checklist, click here

http://www.cbsnews.com/stories/2006/03/13/earlyshow/health/main1397528.shtml?source=search_story

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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