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Home Care Assistance Announces the Immediate Availability of Master Franchise Territory in the United Kingdom and Northern Ireland

North America's premier home care brand is extending its mission to change the way the world ages internationally, with newly available territories in the United Kingdom and Northern Ireland

(Palo Alto, CA – October 29, 2012) - Home Care Assistance, North America's premier home care brand, is proud to reveal that potential franchisees may purchase areas in the United Kingdom and Northern Ireland. Unlike other senior care businesses that have come over from the States, Home Care Assistance focuses on premium, live-in cases and operates out of unique retail storefronts. Further, the company has a highly acclaimed method of care called the Balanced Care Method™, to promote healthy aging and improved quality of life, and boasts the largest, most desired territories in franchising.

Senior home care is one of the fastest growing industries today and is primed for continued success; in twenty years, older adults will comprise 25% of the population. According to the AARP, an overwhelming majority of seniors – 89 percent – would prefer to age in their own homes, and Home Care Assistance makes that lifestyle choice possible. The company's professional caregivers are bonded, screened and insured, receive continuing education from Home Care Assistance University and are available to their clients for both hourly support and around-the-clock care.

"The U.K. will never see a Master Franchise opportunity like this again," said Jack Johnson, Vice President of Franchising and Development. "We are offering the entire U.K and Northern Ireland territories for a great price; this includes all the comprehensive training and consulting that is needed to grow the first pilot location while developing other franchise locations that will build incredible momentum quickly. We aim to stay consistent with our promise of awarding the best and the biggest territories in franchising and this gem of a territory is no different."

Home Care Assistance franchise owners are renowned in the franchise world for their ability to attract clients that spend almost three times more than clients of any other senior care company. According to the company's 2012 Item 19, Home Care Assistance locations earn, on average, almost 1.2 million in revenues in just the third year of operations.

Founded in 2002, Home Care Assistance provides non-medical, in-home care for older adults across the United States and Canada. Trained, professional caregivers help older adults age gracefully and independently in the comfort of home. By professionalizing the in-home care industry, Home Care Assistance is able to offer peace of mind for older adults and their families, while raising overall awareness about the challenges aging seniors face.

Home Care Assistance will be exhibiting at Franchising & Licensing Asia (FLAsia), the international event for entrepreneurship, business opportunities and intellectual property rights in Asia, on November 1st – 3rd. The conference will be held at the Marina Bay Sands Hotel in Singapore. Home Care Assistance will be located at booth A10; individuals seeking business and investment opportunities will be admitted for free with pre-registration.

Entrepreneurs looking to grow an empire in Europe should apply immediately. For more information about Home Care Assistance's unique senior care model and available territories, visit MillionDollarFranchise.com or call Jack Johnson at 702-204-1436.

ABOUT HOME CARE ASSISTANCE

Home Care Assistance is the leading provider of home care for seniors across the United States and Canada. Our mission is to change the way the world ages. We provide older adults with quality care that enables them to live happier, healthier lives at home. Our services are distinguished by the caliber of our caregivers, the responsiveness of our staff and our expertise in Live-In care. We embrace a positive, balanced approach to aging centered on the evolving needs of older adults. A 2012 Franchise500® and Inc. 5000 Company, Home Care Assistance has received numerous industry awards including *Entrepreneur's* Fastest-Growing Franchises and *Franchise Business Review's* Top 50. For more information about Home Care Assistance, our services and franchise opportunities, visit homecareassistance.com or franchise.homecareassistance.com.