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***Home Care Assistance Named “Top 500®” Franchise by Entrepreneur Magazine***

*Senior care franchise recognized for growth and expansion in 2009*

**(Palo Alto, CA – January 1, 2009)** Home Care Assistance, a senior care company specializing in homebound care and live-in care, was recently ranked a Top 500® Franchise by *Entrepreneur Magazine* in its annual survey. Considered the most significant ranking of global franchise opportunities worldwide, the survey recognizes the “world's first, best and most comprehensive franchise ranking based on objective and quantifiable measures of franchise success.”

In 2009, Home Care Assistance significantly expanded its footprint, doubling the amount of franchises sold from the previous year throughout North America and Canada. Currently, there are fifty Home Care Assistance franchises, servicing major metropolitan areas in the United States and Canada.

“We at Home Care Assistance are thrilled to be listed in the Franchise 500. We consider it a testament to the quality of our franchise system and the unparalleled benefits that it provides our franchisees,” said Jack Johnson, Director of New Franchise Development.

Johnson and the franchise team attribute the company’s rapid growth to a strategic business model, innovative marketing approach and revolutionary caregiver training system, the Balanced Care Method™.

“This year has been a great success and we look forward to awarding more new territories to qualified individuals in 2010. The home care industry is poised for further growth and no senior care franchise is better suited to help a franchise take advantage of this than Home Care Assistance,” said Johnson.

For more information about anything contained in this release, please contact Jack Johnson of Home Care Assistance at 702.204.1436 or visit <http://franchise.homecareassistance.com/>.

**ABOUT HOME CARE ASSISTANCE**

Home Care Assistance was founded in 2002 and began franchising in 2005. A leading provider of non-medical home care for seniors, the Company has earned a strong reputation as specializing in both live-in care and homebound care. A 2011 Franchise500® Company, Home Care Assistance has also been named a Fast 55 Company by The Franchise Times. As recognized leaders in cloud computing, proprietary caregiver training and targeted consumer marketing, Home Care Assistance's management team seeks strong partners to help develop the brand in new markets. For more information about Home Care Assistance and available franchise opportunities, please visit: [franchise.homecareassistance.com](http://franchise.homecareassistance.com) or [www.homecareassistance.com](http://www.homecareassistance.com).