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KATIE ROPER NAMED VP OF HEALTH CARE STRATEGY & PARTNERSHIPS

Former Caring.com VP brings over 10 years of senior health care and technology experience to Home Care Assistance's leadership team

(Palo Alto, California—April 27, 2017) Home Care Assistance, North America's largest provider of in-home care, has appointed industry veteran Katie Roper as VP of Health Care Strategy & Partnerships, a new position for the company. Roper will be responsible for developing national partnerships that leverage Home Care Assistance's home care insight and expertise and expand its health care service capacity and value.

"Katie's experience in working directly with a wide range of senior and health care businesses perfectly aligns with the holistic perspective of our care model. It also reflects the depth of partner-based opportunities available to us as an international home care services provider," says Home Care Assistance CEO, Lily Sarafan. "We're excited to have her energy and vision on the team."

"People use the phrase 'Home Care 2.0' to mean a national provider combining high-quality care, personalized family and client engagement, cutting-edge technology, and sophisticated data analysis - which perfectly describes Home Care Assistance," says Roper. "I'm excited about the potential to combine our powerful capabilities with other partners' to create an even better continuum of care."

Prior to this appointment, Roper was VP of Sales and Marketing for Caring.com where she transacted with the full spectrum of aging-related services – from assisted living to insurance payers. She has spent more than a decade in the caregiving industry after earlier success in several Silicon Valley technology startups and frequently speaks and writes about the challenges and potential of marrying caregiving and technology.

Roper graduated from Harvard University and earned an MBA from Stanford University Graduate School of Business.

About Home Care Assistance

Home Care Assistance is the leading provider of home care for seniors across the United States, Canada and Australia. 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 daily care. We embrace a positive, balanced approach to aging centered on the evolving needs of older adults. A 2017 Franchise500®, Inc. 5000 Company and one of the **50 fastest** growing women-owned companies worldwide in 2017, Home Care Assistance has received numerous industry awards including Entrepreneur's Fastest-Growing Franchises and Franchise Business Review's Top 50. The company was recognized as a **2017 Endorsed National Provider** by the home care industry's leading research firm, Home Care Pulse. Home Care Assistance CEO Lily Sarafan was also named Health Care Executives' **2016 Woman of the Year**. For more information about Home Care Assistance, our services and franchise opportunities, visit <http://www.homecareassistance.com>.

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