

## **Home Helpers, One of the Nation's Leading Senior Care Franchises, Partners with ELEMENTS for their Online Local Marketing Expertise**

ELEMENTS will collaborate with Home Helpers to redesign and optimize its corporate website and construct locally optimized websites for franchise owners.

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ELEMENTS, Inc., an industry leader in franchise online marketing, is proud to announce its recent partnership with Home Helpers, one of the nation's leading senior care franchises specializing in in-home, non-medical and personal care and companionship for seniors, new moms, working parents and those requiring continuing and recuperative care.

ELEMENTS will collaborate with Home Helpers to redesign and optimize its corporate website and construct locally optimized websites for franchise owners. Local owners will be able to manage their local websites as well as perform other online local marketing such as social media, with the new platform.

ELEMENTS is excited to partner with Home Helpers," said Jeremy LaDuque, president & CEO of ELEMENTS. "We feel Home Helpers plays an important role in the lives of individuals wishing to maintain their independence and dignity in the comfort of home. Home Helpers gives families the peace of mind knowing their loved ones are safe and well cared for, so being able to help them achieve continued success is very important to us."

### About ELEMENTS, Inc.

ELEMENTS, Inc. is the developers of ElementsLocal™, an online marketing solution to franchise companies looking to leverage local franchise websites, email campaigns and social media marketing. The ElementsLocal™ platform can be seen at <http://www.elementslocal.com> which includes a virtual tour of the franchise solution software. Based in San Luis Obispo, CA, and founded in 1999, ELEMENTS' clients include Maaco, Glass Doctor, Sport Clips, Paul Davis Restoration, Jiffy Lube, Weed Man and Curves.

### ABOUT HOME HELPERS

Founded in 1997, Cincinnati-based Home Helpers is the nation's leading senior care franchise specializing in non-medical and personal care and companionship for seniors, new mothers, those recovering from illness or injury and individuals facing lifelong challenges. Home Helpers currently has a presence in more than 500 communities across North America and is seeking qualified franchise candidates in strategic communities throughout the country. Home Helpers was recently ranked the #1 Senior Care Franchise and "Best of the Best" by Entrepreneur magazine for the fifth straight year (2006-2010) and continues to lead the way in the senior care industry. Home Helpers is affiliated with Direct Link® Help At The Touch Of A Button, a national

provider of medical alert units, including a 24-hour personal emergency response system and an automated medication dispenser that enable seniors to feel safer and live independently at home for longer than might otherwise be possible. Home Helpers does not discriminate against anyone on the basis of religion, race, sex, color, national origin, ethnicity, disability, age or sexual preference in connection with employment or acceptance, treatment, or participation in its programs, services and activities. For more information on Home Helpers and franchising opportunities, visit the company's Web site at <http://www.HomeHelpers.CC>.

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