

NEWS RELEASE

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America's No. 1 Extended Family: Home Helpers Thrives in Down Economy *Nation's Leading Senior Care Franchise Adds 100 Units Last Year, Outlook Bright for 2009*

CINCINNATI – Promoting independence, longevity and quality of life for America's rapidly growing senior population is an honorable mission – not to mention a business opportunity with enormous potential for growth in one of the country's fastest growing, recession-resistant industries. Add to that a savvy company president who previously helped build two of the country's top franchise brands, and it's apparent why Home Helpers literally *can't* stop growing.

As the nation's leading franchise specializing in non-medical and personal care and companionship services for seniors, new mothers and other individuals needing recuperative and continuing care, Home Helpers is rapidly filling demographic demand as more than 75 million Americans will reach age 65 in the next two decades. With a solid presence in more than 500 strategic markets in North America, Home Helpers added 100 franchised units in 2008 alone, expanding its caregiving network to be "the extended family when the family can't be there." Based on current agreements in the pipeline and strong market demand, company executives expect to at least match that growth in 2009.

Home Helpers President Emma Dickison, who took part in the booming growth of Blockbuster Video and Sylvan Learning Centers on their franchise executive teams, joined Home Helpers in 2007 based on the concept's marketplace viability – and her personal experiences with the benefits of in-home care for her own aging parents and grandparents.

"We strive to deliver the same quality care for the families we serve as we would expect for our own families – and for ourselves. My mother and grandmother had health issues that necessitated either an assisted living facility or in-home care," said Dickison. "Our family chose in-home care based on our own beliefs, as well as national statistics that show increased independence, security and the comfort of staying at home can help seniors lead longer and happier lives."

Like Dickison, many Home Helpers franchise owners have personal experiences that influenced their decision to join the franchise. These personal experiences and the desire to make a difference in the lives of others are a big part of the Home Helpers success story.

Home Helpers offers free in-home consultations, working with individual clients and their families to tailor flexible care plans to meet their specific needs and budgets. Services offered include companionship, grocery shopping, meal preparation, transportation, assistance bathing and dressing, medication reminders and light housekeeping.

Franchisees benefit from the proven system, extensive training, ongoing support and sophisticated marketing program Home Helpers provides. Franchise owners also have the option of an additional revenue stream, Direct Link® In-Home Emergency Monitoring. Direct Link enables seniors to feel safer and live independently, 24/7, in the comfort of their own home longer than might otherwise be possible.

“Home Helpers offers its franchisees a proven business model in one of the country’s fastest-growing, recession-resistant industries, and offers an opportunity to make a difference in the lives of clients they serve,” said Dickison. “As long as care remains at Home Helpers’ core, our system will thrive.”

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 markets across North America and is seeking qualified franchise candidates in strategic markets throughout the country. Home Helpers was recently ranked the #1 Senior Care Franchise and “Best of the Best” by *Entrepreneur* magazine for the fourth straight year and continues to lead the way in the senior care industry. Home Helpers is affiliated with Direct Link® In-Home Emergency Monitoring, a 24-hour in-home emergency monitoring system that enables seniors to feel safer and live independently at home for longer than might otherwise be possible. For more information on Home Helpers and franchising opportunities, visit the company’s Web site at www.HomeHelpers.CC.