

PRESS RELEASE
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Home Health Care Industry Is Booming, According to New Report

(ARLINGTON, Va., Oct. 8, 2009) - The home health care industry is rapidly growing according to a new industry report released today by FRANdata. What's more, demand for in-home care service is only expected to grow over the next decade as baby boomers continue to age and require assisted living services.

The industry grew by 13% each year between 2006-2008, adding hundreds of more units that provide non-medical assistance, home care, and other assistance such as shopping, cleaning and companionship services. Other services may include bathing and hygiene support or 24-nurse care. Significantly, the "**Booming Growth: Franchises Serving the Growing Home Health Care Need**" reports that the majority of brands have been in business for less than five years and no brand has emerged as the clear leader of the industry.

"This is a highly fragmented industry," explained FRANdata President and CEO Darrell Johnson. "The 50 largest brands control less than a quarter of the market share. This is an important finding for investors because it means that any brand with the right leadership and resources put behind it can become the market leader."

The study conducted by the Arlington-Va.-based company provides statistical analysis of the demand and supply for home health care services, projected market growth and detailed analysis of the franchise activity operating within the industry. The franchise analysis covers areas such as franchisor income before taxes, unit financial performance, brand market share by unit size, franchise system growth and performance, average adjusted franchisor revenues, unit revenue per dollar of initial investment, SBA loan performance data, fees and average initial investment ranges.

To view a complete table of contents for this report, please visit:
http://www.frandata.com/products/samples/HHC_TOC.pdf

The franchise systems examined in home health care industry report represent 99% of the franchises in the sector and include the following brands: Accessible Home Health Care, Assisting Hands Home Care, Brightstar Healthcare, ComForcare Senior Services, Comfort Keepers, Home Care Assistance 1-866-4-LiveIn, Home Helpers/Direct Link, Home Instead Senior Care, Homewatch CareGivers, Interim

HealthCare, Interim HomeStyle Services , Right at Home, Senior Helpers, Spectrum Home Services, Synergy HomeCare, The Senior's Choice, and Visiting Angels Living Assistance Services. The survey is available for purchase online on the FRANdata website at <http://www.frandata.com/shopping/products/ReportDetail.aspx?productID=26355>. The cost of the report is \$1,399.00.

The survey was performed by FRANdata (www.frandata.com), a research company that has been performing research on the franchise industry and individuals sectors for brands, suppliers, and prospective franchisees since 1989. FRANdata is wholly independent and receives no advertising or other fee arrangements that might influence its objectivity.

About FRANdata

FRANdata (www.frandata.com) is an independent research company that tracks and analyzes the franchise industry. The Arlington, Va.-based company was founded in 1989 and receives no advertising or other fee arrangements that might influence its objectivity. FRANdata is often cited as an expert in such leading media as The New York Times, The Wall Street Journal and The Washington Post. FRANdata also manages the SBA Franchise Registry (www.franchiseregistry.com).

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