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**HALLMARK HOMECARE ACHIEVES RANKINGS IN
ENTREPRENEUR MAGAZINE'S FRANCHISE 500®
AND TOP NEW FRANCHISE® LISTS**

Unique Business Model Differentiates Company from Other Senior Care Franchises

IRVINE, CA – Entrepreneur Magazine's annual Franchise 500® ranks Hallmark Homecare #337 in the United States, and in March will announced that Hallmark Homecare is ranked #22 of the Top New Franchises® in the U.S. Recognized by entrepreneurs and franchisors as the most comprehensive listing available, Entrepreneur's annual Franchise 500® is a compilation of the top-ranking franchise companies in the nation.

"I'm very proud that Entrepreneur Magazine chose to recognize Hallmark Homecare as one of our nation's top franchise concepts," said Hallmark president and founder Steve Everhart. "And to be ranked this year as one of the fastest growing franchises in America is also very exciting."

Compelled by the escalating cost of in-home senior care, Everhart developed Hallmark Homecare as an in-home care option that brings a new level of affordability to families seeking dependable care for their elderly loved ones. Furthermore, unlike using a typical registry or hiring "independent caregivers," seniors and their families get the benefits of insured and fully vetted caregivers, legal compliance and the guiding hand of an experienced Care Coordinator, advantages previously unavailable at this lower price point. The savings for families can be significant: typically 35%-50% compared to most alternatives.

Operated by the executive team of The Senior's Choice (the nation's largest membership network of senior care providers), Hallmark Homecare leverages TSC's years of experience in the senior care field, having served tens of thousands of seniors since 1999 in helping them remain independent at home. Hallmark's growing national network of Franchise Partners benefit directly from the training and ongoing support that comes with this team's deep experience.

Hallmark Homecare retains a Better Business Bureau grade of A+, and is a member of the Home Care Association of America, the Private Care Association, and an Affiliate Company Member of the National Association of Professional Geriatric Care Managers. More information on Hallmark Homecare's caregiver search, recruitment and placement services can be found at www.hallmarkhomecare.com. Individuals interested in becoming a Hallmark Homecare Franchise Partner can take the first step by visiting www.HHCopportunity.com.

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