

FOR IMMEDIATE RELEASE

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(PHOTO ATTACHED IF APPLICABLE)

Seniors Helping Seniors® In-Home Services
Establishes Franchise at Fairfield, Connecticut

Wyomissing Hills, Pa.--August 8, 2007--To help meet the growing demand of older residents of New Englanders who want to remain in their own homes and stay as self-sufficient as possible, Seniors Helping Seniors® In-Home Services (SHS) has established a new franchise at Fairfield, Conn. that will serve clients in Fairfield, Bridgeport, Easton, Monroe, Trumbull, Stratford, Shelton and Milford, Conn.

The franchise is owned and operated by Diane Kiraly, Fairfield, a registered nurse with more than 25 years of experience. Born and raised in Fairfield, she received a BS in nursing from Russell Sage College, Troy, N.Y., and a master's in community health nursing from Southern Connecticut State University, New Haven.

During her career she has worked as a staff nurse, home health aide supervisor, nursing supervisor and director of patient care for Visiting Nurse Services of Connecticut. She also served as director for both the Connecticut VNA and Patient Care. She is also very active in the community.

Seniors Helping Seniors--which has master license holders and franchise partners in Pennsylvania, New York, New Jersey, Delaware, Ohio, Connecticut and Massachusetts--is a national caregiver organization that matches seniors who need in-home care services with seniors who provide them.

"We are extremely pleased that Diane has joined the Seniors Helping Seniors organization," said Philip Yocom, who manages the franchise system. "Her experience as a nurse and her knowledge of healthcare and the needs of older Americans makes her especially well qualified to implement and manage one of our New England franchises. There is a definite need for our

brand of loving, giving, caring and compassionate service in Connecticut."

Said Kiraly, "I have spent my entire nursing career working with seniors. I chose Seniors Helping Seniors because I truly like to help others. This is a good way to support my family and to support the community, while at the same time helping others. I want to treat seniors the way I feel they should be treated and how I would like to be treated. Seniors have so much wisdom and experiences to share. I want to provide an oasis of care for seniors in southern Connecticut.

"Seniors Helping Seniors is unlike any other business in Fairfield County; we will bring together caring seniors who want to help with seniors who are in need of help. These individuals can identify with each other and this is what makes us different," Kiraly said.

Kiraly's franchise is part of the Seniors Helping Seniors New England region operated by master license holders, Daniel Jan and Namrata Yocom, Southwick, Conn. Other New England Seniors Helping Seniors franchises are located at Granby, Conn.; Cape Cod, Mass; and Branford, Conn.

Philip Yocom, and his wife, Kiran Yocom, co-founded Seniors Helping Seniors In-Home Services (SHS), which began as a non-profit organization serving Reading and Berks County, Pennsylvania. That first non-profit organization today encompasses more than 250 senior providers helping more than 600 senior receivers. In 2006, Seniors Helping Seniors provided nearly 13, 000 hours of service.

Philip Yocom said, "What began as a heartfelt mission to fill a need that was not being served by our local community is now being recognized as a prime business opportunity being fueled by the fastest growing demographic in our society."

He said, "We want the existing Seniors Helping Seniors organization and any future franchises to be the first place that seniors in need of non-medical services and those seeking extra income call."

"We will support Diane and all of our master licensees and franchisees with all of the expertise we have gained in running Seniors Helping Seniors. We'll also

provide marketing, sales, management, and technology support. "

He added, "We believe we have found a practical, cost-effective way to help seniors remain independent and to continue contributing. As we grow nationwide, we remain committed to providing our brand of loving, giving, caring, compassionate service," he added.

For more information call Diane Kiraly at Seniors Helping Seniors at 203-373-0385 or contact her by e-mail at lakesideseniors@att.net . For franchise information, e-mail Philip Yocom at philip@seniorshelpingseniors.com .

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