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Contact: Barbara Marte: b.marte@2beshs.com, 267-895-1746

Alan Shirk: alan@shirkcom.com , 610-736-9223

PHOTO ATTACHED

Seniors Helping Seniors® In-Home Services Establishes Franchise for Central and Lower Bucks County, Pennsylvania

Wyomissing Hills, Pa.--To help meet the growing demand of older residents of Pennsylvania 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 Doylestown, Pa. that will serve central and lower Bucks County.

The franchise is owned and operated by Barbara Marte, Doylestown, a seniors housing professional and a long-time advocate for senior health and wellness services. Marte began her career as a registered nurse, having received her nursing degree from Lankenau Hospital, Philadelphia, and a BA in organizational management from Eastern University, Philadelphia. Her experience includes 20 years as a staff nurse for several hospitals, director of Nursing for a long-term care facility and executive management positions in the for-profit nursing home industry and not-for-profit CCRC senior housing industry.

Most recently, Marte was senior vice president for Clinical Services and Marketing for Lutheran Affiliated Services, now Lutheran Senior Life, and a Lutheran social ministry organization serving western Pennsylvania and West Virginia. She recently retired from Asbury Communities where she worked with their CCRCs in Pennsylvania and currently serves on the Advocacy Task Force for the Pennsylvania Association of Not-for-Profit Homes and Services for the Aged (PANPHA)

The official start-up date for Marte's franchise is Aug. 14, 2007.

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.

Sharon Santoni, Seniors Helping Seniors' regional owner for eastern Pennsylvania, New Jersey and Delaware, said she is pleased to welcome Marte as a franchise partner. "Barbara comes to our Seniors Helping Seniors community with many years of experience in the senior service market. I cannot think of a better person to become a franchise owner. She has demonstrated a life long interest in caring for the senior population. She is truly a compassionate person who wants to make a positive impact on the lives of others. I am looking forward to working with Barbara and I have no doubt that she will fulfill the Seniors Helping Seniors' mission in central and lower Bucks County.

Said Marte, "After so many years of working with large organizations, the idea of returning to directly serving seniors on a very personal level is very exciting. I have great respect for people who have reached their senior years and have the determination to continue to be as independent as possible. Currently, seniors who choose to remain in their own homes face many challenges.

"With the simplicity of the Seniors Helping Seniors philosophy, I want to offer the support that Bucks County seniors need to both provide and receive services that will allow them to achieve their goals and dreams with dignity and independence. I know that I can help fill gaps in our current system serving seniors and caregivers," Marte said.

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 Barbara 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."

For more information call Barbara Marte at Seniors Helping Seniors at 267-895-1746 or contact her by e-mail at b.marte@beshs.com . For franchise information, e-mail Philip Yocom at philip@seniorshelpingseniors.com

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