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Seniors Helping Seniors® Announces Two New Master License Owners, Five Franchise Partners

Helps meet growing demand of older Americans who want to remain in their own homes and supports senior caregivers

Reading, PA—February 1, 2007—Seniors Helping Seniors® In-Home Services announced that it has granted its first two master licenses and added its first five franchise partners, extending its coverage within Pennsylvania and adding coverage in New Jersey, Delaware, Metro New York, Connecticut and Massachusetts.

Seniors Helping Seniors LLC, launched in June 2006, is a national caregiver organization that matches seniors who need in-home care services with seniors who provide them. Philip Yocom, and his wife, Kiran Yocom, co-founded Seniors Helping Seniors, which began as a non-profit organization serving Reading and Berks County, Pennsylvania.

The Seniors Helping Seniors franchise system is being built through master license owners, who obtain rights to specific territories, usually a few states, and individual franchise partners within the master license territories.

Philip Yocom said, "We are pleased to welcome our first master license owners and franchise partners to what we know will grow into an even more essential organization and option for seniors and caregivers. What began as a heartfelt mission to fill a need that was not being served adequately by many local communities is now being recognized as a prime business opportunity being fueled by the fastest growing demographic in our society."

The first master license was granted to Sharon Santoni, Reading, Pa. Her territory covers Bucks, Chester, Cumberland, Dauphin, Delaware, Lancaster, Lebanon, Lehigh, Montgomery, Northampton, Philadelphia and York counties in Pennsylvania and Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Hunterdon, Mercer, Middlesex, Monmouth, Ocean, Salem, Somerset and Union counties in New Jersey.

The second master license was granted to Reema Nirola, Farmingdale, Long Island, and Katherine Munnelly, Kings Park, N.Y. Their Long Island territory covers Kings, Nassau, Queens, Suffolk and Worcester counties, the Bronx and Staten Island.

The first five Seniors Helping Seniors franchise partners include:

- Lynn and Tom Svindland, Granby, Conn. (Hartford County)
- Janice Matheseon, Yarmouth Port, Mass. (Cape Cod)
- Lynn M. and Greg Houghton, Easton, Pa. (Northampton County)
- Beatrice Tettey, Roosevelt, N.Y. (Nassau County)
- John Mac Stevens and Cheryl Conway-Stevens, Odessa, Del. (New Castle County)

“We want the existing Seniors Helping Seniors organization and future territories and franchises to be the first place that seniors in need of non-medical services and those seeking extra income call,” said Philip Yocom, who has more than 25 years experience in developing and overseeing franchise organizations.

“We have had great success with our Seniors Helping Seniors organization in Berks County, which provided nearly 13,000 hours of service in 2006. We want to share that success with others and have found that a for-profit business model is most attractive to business leaders to bring Seniors Helping Seniors to their communities.”

“We support all of our master license holders and franchise partners with all of the expertise we have gained in running the non-profit Seniors Helping Seniors and our franchises. We provide support in marketing, sales, management, technology, business plans and other disciplines.”

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 Philip Yocom at 610-927-2778 or visit the website www.seniorshelpingseniors.com.

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