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Ever-Expanding Seniors Helping Seniors® In-Home Services Now Has 50 Franchise Territories in 15 States

Reading, PA,--September 17, 2008— Seniors Helping Seniors® In-Home Services (SHS), the national caregiver and companionship organization that uniquely matches seniors needing non-medical in-home services with seniors who provide them, has grown rapidly in less than three years to currently include some 50 franchise territories in 15 states across the U.S.

Launched in January 2005 by co-founders Philip and Kiran Yocom, the for-profit Seniors Helping Seniors locations meet the rapidly expanding demand of older Americans who want to remain in their own homes and remain self-sufficient. It also caters to the fast-growing number of caregivers, especially those helping aging parents.

Seniors Helping Seniors In-Home Services has five master license holders running multi-state territories and franchise partners with single or multiple locations in Pennsylvania, Ohio, New Jersey, Connecticut, Massachusetts, Rhode Island, New York, Delaware, Virginia, Maryland, the District of Columbia, North Carolina, Georgia, Florida, Michigan and California.

SHS CEO Philip Yocom said, “What began as a heartfelt mission to fill a need not being served by our community with our first, non-profit organization for Reading and Berks County, Pa., has turned into not only an incredible and rewarding business, but also a proven, affordable way to help seniors and caregivers across the country . We are helping thousands of older Americans remain in their own homes and avoid going into nursing facilities.”

Kiran Yocom, whose work with Mother Teresa in India inspired her to start the Seniors Helping Seniors organization, stressed that “loving, giving, caring and compassionate service” is key to its success.

“Our franchise partners include healthcare professionals, registered nurses, retired teachers, veterans, business people, non-profit staff, and many others. We appeal to those who want a second career and who want to keep helping their communities,” said Kiran Yocom.

Philip Yocom said Seniors Helping Seniors franchises offer other advantages. “They are home-based, require a reasonable investment, are easy to start and are not labor-intensive. We also provide extensive and ongoing sales, marketing and administrative support to our franchise partners.

“We want our Seniors Helping Seniors organization and our future franchise partners to be the first place that seniors requiring non-medical services and those seeking extra income call,” said Philip Yocom, who has more than 30 years experience in developing and overseeing franchise organizations.

For more information, visit www.seniorshelpingseniors.com or e-mail opportunities@seniorshelpingseniors.com or call 610-858-2556.