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***Senior Care Company Partners With Long-Term-Care Insurance Provider***

*Home Care Assistance 1-866-4-LiveIn Announces Exciting Alliance with Genworth Financial Services*

**(Palo Alto, CA – September 1, 2009)** Home Care Assistance (<http://franchise.homecareassistance.com/>), a senior care company specializing in homebound care and live-in care, made public a new alliance with [Genworth](#) Financial, the leading long-term care insurance provider in America.

Genworth Financial and Home Care Assistance will work together to provide greater awareness of, and access to, 24/7 lifestyle senior care throughout North America.

“Home care often begins at the instigation of the adult child, said Kathy Johnson,” CEO and Founder of Home Care Assistance. In the process, the family becomes aware of the costs associated with senior care. Thus, we’re in a perfect position to make families aware of the value of long-term-care insurance for themselves.”

Home Care Assistance consistently partners with companies whose values and foundations are closely aligned with their own. Through this unparalleled relationship with Genworth, Home Care Assistance clients can be rest assured they will be receiving superior senior care services.

For more information about anything contained in this release, please contact Jack Johnson of Home Care Assistance at 702.204.1436.

**ABOUT HOME CARE ASSISTANCE**

Home Care Assistance is the leading provider of home care for seniors across the United States and Canada. Our mission is to change the way the world ages. We provide older adults with quality care that enables them to live happier, healthier lives at home. Our services are distinguished by the caliber of our caregivers, the responsiveness of our staff and our expertise in Live-In care. We embrace a positive, balanced approach to aging centered on the evolving needs of older adults. A 2011 Franchise500® Company, Home Care Assistance has received numerous industry awards including *Entrepreneur's* Fastest-Growing Franchises and *Franchise Business Review's* Top 50. For more information about Home Care Assistance, our services and franchise opportunities, visit [homecareassistance.com](http://homecareassistance.com) or [franchise.homecareassistance.com](http://franchise.homecareassistance.com)