

A Growing Market: Premier At-Home Services for Seniors - LivHOME Named in 25 Fastest-Growing Private Companies

LOS ANGELES -- November 10, 2005 -- LivHOME®, Inc., the country's premier at-home senior services company, has been named one of the top 25 fastest-growing private companies by the Los Angeles Business Journal. LivHOME is the nation's #1 professionally led at-home services company.

“LivHOME builds relationships with professionals one at a time, and tailors services to meet the individual client and family needs,” states Mike Nicholson, CEO. “This award validates that there is a strong market for a premium at-home service, and that more and more people are turning to LivHOME when only the best will do for their parents.”

Over the past year, LivHOME has grown from four locations in Southern California to eleven locations in four states. “As the premier provider of at-home services for seniors, we need to deliver the highest quality of care every time,” says Steve Barlam, Chief Professional Officer and co-founder of LivHOME. “Our growth is the result of the reputation we have built as the premier choice for families and seniors.”

“People want the best for their loved ones,” Nicholson explains, “but non-medical, at-home assisted-living services typically are a private-pay expense for families. As our growth is showing, there is a large demand for a premium service that provides families with the peace of mind that comes when a credentialed geriatric professional is always involved, and we expect that demand to increase exponentially as more people become aware of our services.”

About LivHOME:

LivHOME is dedicated to finding solutions that enable seniors to remain in their own homes for as long as possible. With a Care Manager, a credentialed expert in geriatric care, involved in every step of the process—from the initial assessment of the client's and family's needs through the entire experience with LivHOME—a plan of service is tailored specifically for them. Services can include in-home care by LivHOME Caregivers; care management; social activities; vacation respite; errand service; bill paying; counseling; crisis prevention and intervention; advocacy and support; and on-call, 24-hour professional assistance.

LivHOME is headquartered in Los Angeles and has offices in San Diego, Newport Beach, Palm Springs, Los Angeles, Santa Barbara, San Jose, and Walnut Creek, California; Phoenix, Arizona; Minneapolis, Minnesota; and Oak Brook and Skokie, Illinois.

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