

**919 Marketing Company
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PRESS RELEASE

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**919 Marketing Chosen by Nation's Fastest Growing Provider of In-Home Senior
Care to Handle National PR**

Client applauds 919's track record with growing franchises

Holly Springs, NC- November 14, 2008 - 919 marketing, a top ten Triangle area public relations, marketing, and consulting firm, has been selected by Senior Helpers to provide public relations support and ongoing media outreach. The Baltimore, Maryland based firm is the fastest growing in-home care company, named one of the top 25 franchises in Entrepreneur Magazine. Senior Helpers has rapidly grown across the country, providing in home professional caregivers to seniors who wish to live at home as opposed to a nursing home or assisted living facility.

919 Marketing will provide a broad scope of public relations services for Senior Helpers nationally, as well as support the company's growing numbers of franchises in cities around the country. Peter Ross, the founder and CEO of Senior Helpers, says he chose 919 because of the agency's success in marketing and mapping out PR strategies for franchises.

"There's an urgent message about the growing need for senior care, and 919 has a clear and proven track record of driving national coverage in major media outlets, and generating press for franchises in local markets," says Peter Ross, the founder and CEO of Senior Helpers. "I'm impressed not only with 919's talent and media contacts, but also their passion to tell our story. They share my vision to make Senior Helpers the leading provider for in-home senior care."

An estimated 45 million households in America today, roughly 2/3 of the population, provide care for an elderly loved one.

"I'm inspired by the commitment of Peter and the franchise owners to provide quality in-home care for seniors. Our nationwide media contacts will help them become the dominant name in in-home senior care," says David Chapman, CEO of 919 Marketing. "We are already getting Senior Helpers national coverage and we are proud to tell their story to families searching for answers for their loved ones. "

919 Marketing continues expanding its list of notable clients from coast to coast, including BioSignia, Capital Associated Industries, and Jersey Mike's Subs. In the last year alone, 919 has placed clients in national media outlets including Fox News , the CBS Evening News, NBC Nightly News, ABC's World News Tonight, The Wall Street Journal, National Public Radio, Ladies Home Journal, REDBOOK, The New York Times, and USA Today, as well as leading websites including Yahoo.com, BusinessWeek.com, Monster.com, Washington Post.com and MSNBC.com.

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About 919 Marketing Company

919 Marketing is a nationally recognized marketing, consulting and public relations firm with a proven track record of helping underdog companies of all sizes discover their competitive advantage and drive profitable business growth. Headquartered just outside of North Carolina's Research Triangle Park, 919 was founded over a decade ago by CEO David Chapman. 919 is an unconventional firm with an uncanny ability to develop winning marketing strategies for a roster of companies including The Rosetta Stone, Kerr Drug and Jersey Mike's Subs.

919 marketing provides strategic planning, public relations, interactive marketing and creative development services – each utilizing proven processes that have been refined and validated over hundreds of client engagements.

About Senior Helpers

Senior Helpers connects professional caregivers with seniors who wish to live at home as opposed to a nursing or assisted living facility. Based in Baltimore, Maryland, Senior Helpers strives to be the leading companion and personal care provider that offers dependable and affordable care. For more information, visit www.seniorhelpers.com.