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Right at Home® International Opens First U.S. Master Franchise For In-Home Senior Care Services in China

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OMAHA, Neb. – July 8, 2011 – Right at Home® International, Inc., a leading franchisor of in-home senior care and assistance, recently entered the Chinese market through a master franchise license agreement with an entrepreneurial group in Beijing, China. The first Right at Home office opened June 9 in Beijing. With more than 200 local independent franchisees in North America, Europe and South America, the Chinese agreement expands Right at Home’s services to four continents.



As the first U.S. in-home senior care company with a master franchise in China, “The potential for growth is tremendous,” according to Allen Hager, Right at Home Chief Executive Officer (CEO) and Chairman. “This agreement and what it represents is incredibly exciting,” Hager acknowledged. “The Chinese have very strong filial piety, or respect, for their parents, so there is a cultural predisposition toward caring for the elderly. People in China are also living longer and prefer to stay in their homes rather than move into an institutional environment, so there’s an increasing demand for professional in-home elderly care assistance.”

The Right at Home Master Franchise in China is headed by Ms. Yao Li, who is founder of the world renowned BN Vocational School, which provides free vocational education to under-privileged youth in China. She is also former founder and CEO of the Beijing Yinda Property Management Co. Ltd., which manages more than 3 million square meters of commercial and residential property in China.

“Senior care is a hot issue in China,” Yao Li acknowledged. “In Chinese culture, it’s the responsibility of the children to take good care of their parents. So when I heard from friends about a business model in the United States based on caregivers helping elderly people in their homes, I became very excited about adapting that system for China. No matter whether someone is young or old, people want to be independent, but when they need help, they deserve good service and good care. This service will make life more enjoyable for China’s elderly.”

Yao Li noted that her decision to become a Right at Home International Master Franchisee was made after a careful review of numerous U.S. agencies. “I was very impressed and touched by Allen Hager,” she explained. “When he knew we were interested in his business, he visited Beijing and we had a very good conversation and he was impressed with our team. We both share the same values, so we feel like old friends and wanted to find ways we can work together.”

According to China’s Ministry of Civil Affairs, more than 167 million Chinese people are 60 years of age or older, which represents more than 12 percent of the population. Approximately 90 percent of the country’s elderly are cared for by loved ones. “Professionally managed care services provided through Right at

Home China offer a good solution to the challenges facing traditional family care while improving the lives of China's elderly citizens," Hager added.

Yao Li founded Yinda Property in 1996 after serving as General Manager of China National Packaging Paper Import & Export Corporation from 1980 to mid-1990. She graduated from South China University of Technology with a master's degree in 1987. To prepare for successful expansion of the Right at Home Master Franchise in China, Yao Li has assembled a team of seasoned executives with decades of experience in hospitality, international business, customer service, human resources, accounting and marketing.

About Right at Home International

Right at Home International is an international franchise organization based in Omaha, Nebraska, USA, licensed by its affiliate, Right at Home, Inc., to offer Master Franchises worldwide. Independently owned and operated franchise units offer in-home care and assistance to seniors and disabled adults who want to continue to live independently. All caregivers are thoroughly screened and trained prior to entering a client's home. All ongoing care is monitored and supervised by more than 200 local franchise offices located across the United States. For more information on Right at Home International, visit <http://www.rahglobal.com>. To learn more about Right at Home, Inc., visit [About Right at Home](#). To learn about [home care franchising opportunities](#) in the United States, visit <http://www.rightathomefranchise.com>.

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