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FOR IMMEDIATE RELEASE

**“Transitioning” from One Senior Care Concept to Another:  
Caring Transitions Franchise Names John F. Buckles President**

*Former Home Helpers President Takes the Reigns of the Only National Franchise  
Specializing in Relocation Management Services for Seniors*

**CINCINNATI (June 9, 2008)** – Caring Transitions, the only North American franchise to specialize in relocation and transition services for Seniors, announced today that it has named John F. Buckles as its president to help grow the brand, which fills a critical gap in Senior Care services.

For the past decade, Buckles, a Certified Senior Advisor and a proven franchising expert, has served as president of Home Helpers, a national franchise that provides non-medical and personal care for Seniors. During his tenure, Buckles helped grow the Home Helpers brand from 32 to more than 500 markets throughout North America. In fact, in recognition of Home Helpers position in the market, *Entrepreneur* magazine has named it the #1 Senior Care Franchise for the last three years.

“I have seen for years the struggles that individuals and families have had to face when confronted with moving Seniors from their homes... especially when they have been there for 20, 30, 40 or more years. Caring Transitions fills an important service void in the Senior marketplace. I am excited and looking forward to applying my experience in franchising and in the Senior Care sector, to help take this franchise system to the next level in terms of growth, brand awareness and operational value,” Buckles said. “They’ve got a strong team, a great concept, and a virtually unaddressed marketplace, so I have a solid foundation and a fantastic opportunity to build upon.”

Buckles’ transition from Home Helpers to Caring Transitions was a natural progression for both companies. The new president of Home Helpers will be former COO Emma Dickison, who has been actively involved in managing the daily operations of Home Helpers since she joined the organization last year.

In his role as president of Caring Transitions, Buckles said he will focus on creating a professional and reliable national network of offices that helps clients relocate or rightsize to living arrangements better suited to their current and future needs. With 2.5 million estates requiring settlement each year and the number of seniors aged 65 or older doubling by the year 2030, the need for Caring Transitions services to help families through sometimes difficult circumstances is rapidly growing.

Caring Transitions manages the tasks necessary for a smooth and stress-free transition for an individual or family by employing a variety of local and national services to achieve the family’s goals. In addition to relocations, Caring Transitions may also be called upon to help when individuals wish to pre-plan their future living arrangements; need help coping with an unexpected event such as a death, company relocation, or a disability due to a serious accident; or when a family wishes to liquidate personal belongings and household goods.

“Caring Transitions provides a valuable service to customers across North America,” Buckles said. “We help people examine their situation to assess what needs to be done to reach their goal. We help them do what they can for themselves, whenever possible, and then we step in to do the rest. We eliminate stress and often prevent family discord,” he said. “We give our clients peace of mind so they can look back at the decisions surrounding a move without any regrets.”

**About Caring Transitions Inc.**

Founded in 2006, Cincinnati-based Caring Transitions is the nation’s first national franchising concept specializing in Senior Relocation and Transition Services that provides a total solution for families facing a sometimes difficult situation. With more than 30 locations throughout North America, Caring Transitions prepares clients for selling a home, rightsizing and clearing clutter by offering transition, relocation and liquidation services. For more information, visit [www.CaringTransitions.net](http://www.CaringTransitions.net)

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