

News Release

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Right at Home[®] China Marks Its One-Year Anniversary As the First U.S. In-Home Senior Care Master Franchise

Right at Home Joins Nebraska Gov. Dave Heineman's Trade Mission to China

OMAHA, Neb. – June 19, 2012 – Right at Home[®] International, Inc., a leading franchisor of in-home senior care and assistance, has announced the one-year anniversary of the first master franchise license agreement with an entrepreneurial group in Beijing, China. Right at Home China, led by Ms. Yao Li, is poised for growth with nearly 200 million adults who are more than 65 years of age.

“There has never been such a dramatic growth curve of aging adults, so the potential for in-home senior care services in China is enormous,” explained Allen Hager, Right at Home Founder and CEO. “In a little more than 30 years, there will be more people in China who are 65 years of age and older than the entire population of the United States.”

“The in-home senior care business is new in China,” according to Ms. Yao Li. “We don’t have any other American company like this in China so this is a unique business model. The nature of our Chinese culture is to keep our parents in our homes with their sons and daughters, but now the younger generations can’t afford to do that because they’re busy and they have many responsibilities. Given the exploding senior population in China, it’s a good time to tell the Chinese people what we can offer them.”

Both Hager and Ms. Yao Li cited the opportunity for service sector businesses in China, due to the growth of that country’s middle class. “The 12th five-year plan announced last year by our National People’s Congress (NPC) makes the well-being of people a priority of the whole economy,” Ms. Yao Li noted.

Hager also acknowledged that Right at Home will be part of a Nebraska delegation on a trade mission to China being led by Gov. Dave Heineman. The trade mission from July 28 – August 3, 2012, includes stops in Beijing, Xi’an and Shanghai, China.

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“We are very appreciative to be part of this mission and are looking forward it,” Hager added. “We’re excited to share our experience in China with other delegation members and will contribute in whatever way we can to the success of this initiative by Gov. Heineman.”

Ms. Yao Li is founder of the world renowned BN Vocational School, which provides free vocational education to under-privileged youth in China. Funding sources for the school include Motorola, the Ford Foundation, Citibank and Caterpillar Inc. She is also former founder and CEO of a property management company in Beijing.

An announcement of the Nebraska trade mission stated that China is Nebraska’s fourth largest trading partner and one of the state’s fastest growing markets, having more than doubled during the past five years with a 36 percent increase in 2011. Combined exports totaled more than \$380 million last year, up from nearly \$279 million in 2010.

This trade mission is funded in part by a State Trade and Export Program (STEP) grant from the U.S. Small Business Administration. The STEP program’s objectives are to increase the number of companies exporting and the value of those exports. Nebraska Department of Economic Development administers the grant program, which allows the Department to reimburse companies participating in the U.S. Department of Chamber Gold Key, International Partner Search or International Company Profile components.

About Right at Home International

[Right at Home International](http://www.rahglobal.com) 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 in China, the United Kingdom, Brazil and 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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Editor’s Note: For photos, video and other information related to this announcement, visit <http://china.rightathome.net>. Photos and updates from the trade mission will be posted on the Governor’s website throughout the trip at www.governor.nebraska.gov.