



NEWS RELEASE

SEQUOIA SENIOR SOLUTIONS ACQUIRES HOME CARE OPTIONS

Acquisition Makes Company

North Bay's Largest, 5-County In-Home Care Provider

PETALUMA, CA, October 8, 2007 – Sequoia Senior Solutions, Inc. has acquired Santa Rosa-based Home Care Options, making Sequoia the largest in-home care provider serving five North Bay counties.

The acquisition, which was announced this week, increased the company's consolidated annual revenue to over \$5 million and tripled the number of clients served by the Petaluma senior care provider. The company's staff also grew to over 360.

Sequoia Senior Solutions, a member of The Senior's Choice, was founded in 2003 by Gabriella Ambrosi and husband, Stanton Lawson. The company originally served seniors in Marin, Napa and Sonoma counties. With the acquisition of Home Care Options, the company's service area expanded to include Lake and Mendocino counties.

Steve Everhart, a shareholder of Sequoia and President of The Senior's Choice, Inc., is delighted with the acquisition. "It is my pleasure to be associated and work closely with Stan and Gabriella and their team of dedicated caregivers and staff members. The success they have achieved in only four years is truly remarkable. Their focus on each client's individual needs is exemplary and I am proud to partner with them in this exciting acquisition."

In announcing the acquisition, Gabriella Ambrosi, President and Chief Operating Officer, assured customers of Home Care Options that their needs will continue to be met by Sequoia Senior Solutions. "Home Care Options operated with very high standards and its clients will continue to receive the very best of care under our company," Ambrosi said.

Ambrosi also welcomed the former Home Care Options workers. "The hard work and professionalism of the staff of Home Care Options made the decision for us to acquire the company very easy. We look forward to working with our new staff members," she said.

Terms of the acquisition were not disclosed. The sale was complete last week.

The caring service of Sequoia Senior Solutions makes it possible for the elderly to maintain as much independence as possible by providing appropriate in home assistance

and companionship. “We have a very good team, and we look forward to many new challenges and making many new friends in the five counties,” Lawson said.

Sequoia Senior Solutions’ success has not gone unnoticed. In their brief history, the company has already received numerous state and national awards for its quality services and as a quality place to work.

In May 2005 the company received the Older Worker and Exemplary Employer Award from the state’s Employment Development Department. The award’s program honors businesses and individuals for their exemplary contributions to California’s communities and economy.

In March 2006, Sequoia Senior Solutions was further honored for quality of service to its clients and customer satisfaction. The Pinnacle Quality Certificate is awarded annually by Pinnacle Consulting of Salt Lake City in recognition of consistent excellence, achievement, and commitment to high levels of service and customer satisfaction. In the customer survey Sequoia Senior Solutions rose above Pinnacle’s charted national average and their “best in class” category.

Earlier this month, the company was selected as one of the Best Places to Work in the North Bay based on employee surveys conducted by the North Bay Business Journal.

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For more information on The Senior’s Choice, call Steve Everhart at 888.725.3655 or visit www.theseniorschoice.com.