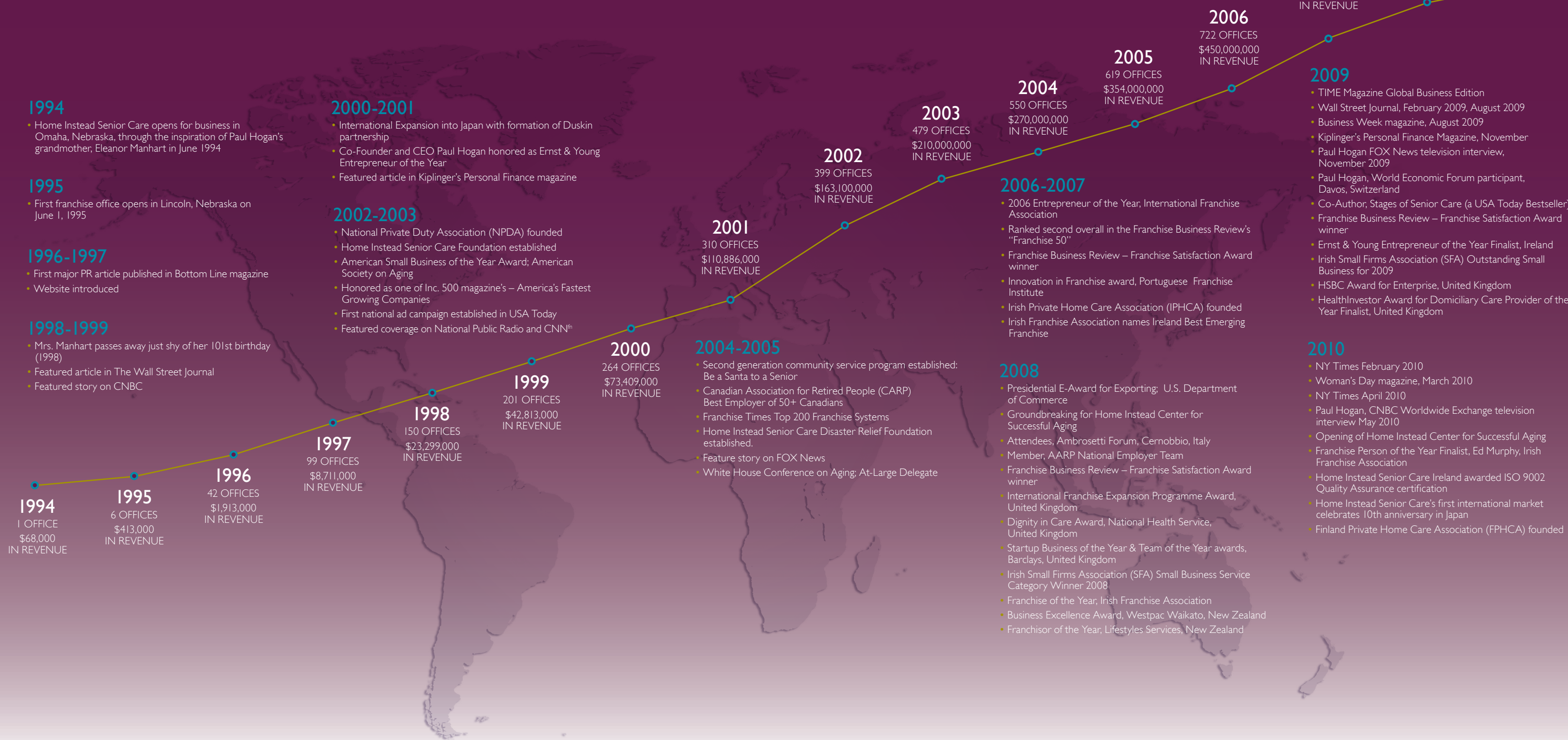


GLOBAL EXPANSION

CARING FOR SENIORS WORLDWIDE



1994

- Home Instead Senior Care opens for business in Omaha, Nebraska, through the inspiration of Paul Hogan's grandmother, Eleanor Manhart in June 1994

1995

- First franchise office opens in Lincoln, Nebraska on June 1, 1995

1996-1997

- First major PR article published in Bottom Line magazine
- Website introduced

1998-1999

- Mrs. Manhart passes away just shy of her 101st birthday (1998)
- Featured article in The Wall Street Journal
- Featured story on CNBC

2000-2001

- International Expansion into Japan with formation of Duskin partnership
- Co-Founder and CEO Paul Hogan honored as Ernst & Young Entrepreneur of the Year
- Featured article in Kiplinger's Personal Finance magazine

2002-2003

- National Private Duty Association (NPDA) founded
- Home Instead Senior Care Foundation established
- American Small Business of the Year Award; American Society on Aging
- Honored as one of Inc. 500 magazine's – America's Fastest Growing Companies
- First national ad campaign established in USA Today
- Featured coverage on National Public Radio and CNN[®]

2001

310 OFFICES
\$110,886,000
IN REVENUE

2004-2005

- Second generation community service program established: Be a Santa to a Senior
- Canadian Association for Retired People (CARP) Best Employer of 50+ Canadians
- Franchise Times Top 200 Franchise Systems
- Home Instead Senior Care Disaster Relief Foundation established.
- Feature story on FOX News
- White House Conference on Aging: At-Large Delegate

2004

550 OFFICES
\$270,000,000
IN REVENUE

2006-2007

- 2006 Entrepreneur of the Year, International Franchise Association
- Ranked second overall in the Franchise Business Review's "Franchise 50"
- Franchise Business Review – Franchise Satisfaction Award winner
- Innovation in Franchise award, Portuguese Franchise Institute
- Irish Private Home Care Association (IPHCA) founded
- Irish Franchise Association names Ireland Best Emerging Franchise

2008

- Presidential E-Award for Exporting: U.S. Department of Commerce
- Groundbreaking for Home Instead Center for Successful Aging
- Attendees, Ambrosetti Forum, Cernobbio, Italy
- Member, AARP National Employer Team
- Franchise Business Review – Franchise Satisfaction Award winner
- International Franchise Expansion Programme Award, United Kingdom
- Dignity in Care Award, National Health Service, United Kingdom
- Startup Business of the Year & Team of the Year awards, Barclays, United Kingdom
- Irish Small Firms Association (SFA) Small Business Service Category Winner 2008
- Franchise of the Year, Irish Franchise Association
- Business Excellence Award, Westpac Waikato, New Zealand
- Franchisor of the Year, Lifestyles Services, New Zealand

2009

- TIME Magazine Global Business Edition
- Wall Street Journal, February 2009, August 2009
- Business Week magazine, August 2009
- Kiplinger's Personal Finance Magazine, November
- Paul Hogan FOX News television interview, November 2009
- Paul Hogan, World Economic Forum participant, Davos, Switzerland
- Co-Author, Stages of Senior Care (a USA Today Bestseller)
- Franchise Business Review – Franchise Satisfaction Award winner
- Ernst & Young Entrepreneur of the Year Finalist, Ireland
- Irish Small Firms Association (SFA) Outstanding Small Business for 2009
- HSBC Award for Enterprise, United Kingdom
- HealthInvestor Award for Domiciliary Care Provider of the Year Finalist, United Kingdom

2010

- NY Times February 2010
- Woman's Day magazine, March 2010
- NY Times April 2010
- Paul Hogan, CNBC Worldwide Exchange television interview May 2010
- Opening of Home Instead Center for Successful Aging
- Franchise Person of the Year Finalist, Ed Murphy, Irish Franchise Association
- Home Instead Senior Care Ireland awarded ISO 9002 Quality Assurance certification
- Home Instead Senior Care's first international market celebrates 10th anniversary in Japan
- Finland Private Home Care Association (FPHCA) founded

UNITED STATES OF AMERICA



1994

JAPAN



2000

CANADA



2001

PORTUGAL



2003

AUSTRALIA



2004

IRELAND



2005

NEW ZEALAND



UNITED KINGDOM



TAIWAN



2006

SWITZERLAND



2007

GERMANY



SOUTH KOREA



FINLAND



2008

AUSTRIA



PUERTO RICO



2009