

PRESS RELEASE

FOR IMMEDIATE RELEASE

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CENTRAL COAST SENIOR SERVICES, INC. ANNOUNCES NEW CERTIFIED CARE MANAGER

Kathee McFarland, Director of Community Relations, earns CMC designation at leading home care firm

PACIFIC GROVE, Calif. – March 18, 2008 – Central Coast Senior Services, Inc. (CCSS), has announced that Kathee McFarland, the home care firm's Director of Community Relations, has become a care manager certified by the National Academy of Certified Care Managers.

As Director of Community Relations, McFarland manages the agency's outreach to the community and works with new and potential clients. She obtained her Vocational Nursing license in 1978 from Weber State University in Ogden, Utah. She has held nursing positions for schools, hospitals, nursing homes, and numerous doctors' offices. In 1987, McFarland began working in home health and hospice care, and has been honing her home health care knowledge, abilities, and specialties for more than 10 years. A CCSS employee since 2005, McFarland is a Certified Geriatric Care Manager and coordinates CCSS' annual support of the Alzheimer's Memory Walk Monterey Bay.

"Kathee contributes an incredible amount to the Central Coast Senior Services team and to the field of elder care," said CEO John O'Brien. "Her CMC certification reflects her wonderful work in reaching out to the elderly in our community and knowledge in elder care issues."

The National Academy of Certified Care Managers works to strengthen the education and training of care managers and to protect and empower consumers of long-term care management. Care managers who obtain the National Academy's certification demonstrate a commitment to quality and continuity of care, quality of life and of dying, and continuous learning. To qualify for certification, care managers must have full-time direct experience with persons with chronic disabilities as well as supervised care management experience that includes face-to-face interviewing, assessment, care planning, problem solving and follow-up.

CCSS, located in Pacific Grove, California, has been offering home care on the Central Coast since 1996. Its services include case management, in-home (non-medical) care, and education and consultation about aging, including personalized long-term care plans tailored to each client's specific needs.

For more information on Central Coast Senior Services, Inc., please call 831.649.3363 or visit www.centralcoastseniorservices.com. To learn more about the National Academy of Certified Care Managers, visit www.naccm.net.

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About Central Coast Senior Services, Inc.

Central Coast Senior Services, Inc. (CCSS) is a home care agency established in 1996. With a team of more than 120 dedicated professionals serving the community, CCSS sets the gold standard for home care on the Central Coast. CCSS strives to help individuals live as independently as possible, comfortable and safe in their own homes. Services include free consultations, information and referrals, case management, assessments, and home management. CCSS is based in Pacific Grove, California. For more information, please call 831.649.3363.