

PRESS RELEASE

FOR IMMEDIATE RELEASE

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CENTRAL COAST SENIOR SERVICES, INC. LEADS IN TECHNOLOGICALLY ADVANCED CARE

Central Coast's leading home care service now offers QuietCare® for the elderly and their caregivers

PACIFIC GROVE, Calif. – March 11, 2008 – Central Coast Senior Services, Inc. (CCSS), is now the provider of QuietCare® for Monterey and Santa Cruz Counties. QuietCare is an innovative and technologically advanced care system that monitors individuals' daily activities such as sleep cycles, eating schedules, and medication times. QuietCare assists family members and caregivers in caring for elderly loved ones, while helping seniors maintain their independence.

QuietCare utilizes small, strategically placed wireless activity sensors placed throughout the home, which "learn" a person's daily activities and routines. Quietly monitoring normal behavior, the system alerts a call center if a substantial change in behavior occurs, such as a late wake-up or no bathroom exit, which could indicate a possible fall. Because elderly persons do not have to wear or push anything, QuietCare can summon help even when they can't. The call center will attempt to contact the elderly person and also alert the family through a cell phone message, text message or pager. Families can also routinely check on the elderly person's activity through a password-protected website.

"We're selective about the kinds of technologies we recommend to our clients," said John O'Brien, CEO of CCSS. "QuietCare is an affordable, non-invasive solution for many people. A client's daughter, for example, can easily keep track of how her mother is doing every day on the website, and call anytime there seems to be a problem."

CCSS offers QuietCare as an independent service or as part of its unique Reserve Care program. Under the Reserve Care program, individuals who are not yet in need of in-home care, but who would like assistance readily available should the need arise, can opt for some level of monitoring to ensure their day-to-day wellbeing.

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 QuietCare, go to www.quietcare.com.

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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.