

PRESS RELEASE

February 3, 2005

**Enjoy the comforts of home for as long as possible**

KEARNEY, NE; GRAND ISLAND, NE; VERMILLION, SD – Heartland Home Care, Inc. proudly announces extended operations in Grand Island, NE and Vermillion, SD. Heartland Home Care is an in-home care and companionship agency that provides in home care to the elderly who wish to remain independent in their own homes for as long as possible. The company is headquartered in Kearney, NE and owned by Don and Kathy Ulrich. The expanded offices will be operated by their daughters Melissa Ulrich and Jen Hovland, respectfully.

“We are a caring family who enjoys caring for others,” says Melissa Ulrich, then coining the phrase “A caring family caring for families.” Melissa has worked in independent living facilities as a resident assistant. She stated the best thing about working with seniors is the wealth of knowledge they possess and share.

Even though Hovland’s background is in the technology field, she has volunteered her time in a variety of community activities including the Jaycees. “I have always enjoyed helping others. That is what excites me about this business!” explains Jen. She attributes her compassionate behavior to her parents always having their children think of others before themselves.

Don and Kathy Ulrich are Certified Senior Advisors. The Society of Certified Senior Advisors is the world’s largest membership organization educating professionals from many fields who work with seniors to become a trusted resource for their community. CSA’s address the health, financial and social issues affecting seniors and agree to follow the CSA Code of Professional Responsibility.

Kathy Ulrich has many years experience caring for the elderly, most recently as director for large retirement communities and assisted livings. Kathy states, “We know that in many cases, seniors would prefer to stay at home with their lifetime of possessions and memories. We know that our

team can improve the lives those who choose to live at home and we are committed to this mission.”

Don Ulrich stated that making life better for someone is what excites him about the business. When asked how he felt about having his daughters extending operations, he had only one word to say, “Proud!”

Heartland Home Care has celebrated its second anniversary in being of service to seniors. Heartland Home Care is a proud member of The Senior’s Choice, an 18-year old company with the largest network of independent businesses that offer high-quality, in-home, assisted living for the elderly. In 2004, Heartland Home Care became a licensed home health company in central Nebraska.

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