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**FOR IMMEDIATE RELEASE: October 1, 2007****Visiting Nurse Association of Boston Unifies Affiliates,
Facilitating Access to Extended Services***Brand offers continuum of care and caregiver respite through for-profit and hospice partners*

BOSTON, MA – (September XX, 2007) – The Visiting Nurse Association of Boston (VNA of Boston), the nation’s first visiting nurse association and one of New England’s largest home healthcare organizations, today announced a new look and name that more accurately represents the services available to patients, facilitates referrals, better coordinates homecare options, and provides quality care for patients across ages, healthcare needs, and income levels. VNA of Boston & Affiliates includes the homecare options traditionally provided by the 120-year-old organization, privately paid homecare services offered through Wellesley-based VNA Private Care (formerly Senior Care Alternatives), and end-of-life options presented by Woburn-based VNA Hospice Care (formerly Hospice Care, Inc.).

“We provide superior home healthcare, hospice care and private pay services for individuals of all incomes and ages,” said Joanne Handy, President & CEO. “Whether patients need a visiting nurse to check in on them once a week, physical or occupational therapy, a caregiver to keep them company, or support for end of life care, the VNA of Boston & Affiliates VNA Private Care and VNA Hospice Care can seamlessly coordinate services and referrals for our patients in Greater Boston and suggest care specifically to fit each individual.”

Each year more than 50 million Americans serve as the primary caregiver for a friend or loved one — from elderly parents who wish to age at home, to siblings and spouses with restrictive health requirements. Meanwhile, studies consistently report higher levels of depressive symptoms and mental health problems among these caregivers than among their non-caregiving peers. VNA of Boston & Affiliates work closely with families to assess the situation, create a personalized plan of action, and identify solutions that meet the unique needs of each client to offer relief for the them and their families.

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"The expansion of the brand was designed to provide peace of mind and support for family caregivers while ensuring the client retains independence and quality care by bringing qualified, trustworthy professionals into the client's home to implement the desired services," says Executive Director of VNA Private Care, John Paul Marosy.

As VNA of Boston's first for-profit venture, VNA Private Care differs from similar privately paid homecare service providers in that they do not utilize contract workers and instead directly employ nurses and homecare aides, who combine the highest quality of care with VNA of Boston's traditional commitment to compassion. With a portfolio of services that include everything from household errands, bathing, dressing and meal preparation to medication management, finding the best housing, and crisis intervention for family members, VNA Private Care provides needed respite for families and their loved ones, and offers trusted companionship to clients. Individuals are able to receive long-term or temporary services, depending on their situation, and most pay privately or use their long-term care insurance.

VNA of Boston & Affiliates provide services to clients throughout eastern Massachusetts. Services are available 24 hours a day, seven days a week and can be provided in the client's home or in a facility, such as an assisted living facility or group home.

About Visiting Nurse Association of Boston & Affiliates

The Visiting Nurse Association of Boston & Affiliates provides home healthcare through the VNA of Boston, private pay services through VNA Private Care, and end-of-life support through VNA Hospice Care. We coordinate superior care across the continuum – for all ages, healthcare needs, and income levels – so that our patients and their families throughout Greater Boston have peace of mind and, most importantly, can live independently at home.