



July 27, 2007

We Mean Business

 Search Editorial Content:

 [Advanced Search](#)

 [Subscribe](#)
 [News](#)
 [Columns](#)
 [features](#)
 [Focus](#)
 [Special Sections](#)
 [Biz Daily Email](#)
 [Editorial Calendar](#)
 [Newsstands](#)
 [Nomination Forms](#)
 [Local Business](#)
 [the Daily Transcript](#)
 Login ID :

 Password:

[REGISTER NOW](#)
[Login Help](#)

 [Contact Us](#)
 [Advertising](#)
 [Archives](#)
 [About Us](#)
 [Double Business](#)


PR Newswire
 United Business Media

Colorado News

[Press release distributed by PR Newswire](#)

Homewatch International Announces Central American Franchise Open

HWCG Central American Services S.A. Opens First Franchise in San Jose, Costa Rica

DENVER, April 10 /PRNewswire/ -- Homewatch International, offering Homewatch CareGivers franchises, has announced the formal opening of its first Central American franchise, providing independence and peace-of-mind through professional in-home care services. The new franchise is operated by HWCG Central American Services S.A., which purchased the master franchise rights to Costa Rica as well as Guatemala and Panama in late 2006.

The opening was marked by a ceremony at the U.S. Embassy and home of United States Ambassador to Costa Rica, Mark Langdale, in San Jose, Costa Rica. In remarks at the event, Langdale observed that an increasing number of Costa Ricans and Americans are baby boomers with aging parents.

"This means that we have the responsibility of guarding them during their old days, so that they can live this stage of their life with dignity and all the care they deserve," said Langdale. "Homewatch CareGivers is a service that helps us fulfill this great responsibility."

Also attending was Luis Diego Osborne, President of HWCG Central American Services S.A.

"We're proud to be the first Homewatch CareGivers franchise in Central America," said Osborne. "We look forward to serving Costa Rica through Homewatch CareGivers, providing our clients with respect, dignity, compassion and the best in-home care service possible."

The San Jose franchise provides an advanced continuum of care, including comprehensive personal care, companionship and homemaking, with flexible home care scheduling and 24-hour service.

Many Central American countries are seeing a growing demand for in-home care services, especially as the population ages. Currently, less than eight percent of the Central American population of 40 million is over 65 compared to about 12.5 percent of the population in the U.S. However,

research shows that the percentage of the population over 65 in Central America will rise to more than 20 percent by 2050.

Homewatch International President, Leann Reynolds, recognizes the strong potential of the Central American market.

"The increase in need for quality in-home care services in Central America represents a great opportunity for our franchise to expand," said Reynolds. "HWCG Central American Services S.A. brings a wealth of business and marketing experience to support its growth and success in San Jose and Central America," said Reynolds.

Unlike other home care agencies, Homewatch CareGivers helps families provide care to individuals of all ages, including new moms or parents who just need a day or two of home care for a child.

In addition to building strong relationships with franchise owners and their staff, Homewatch International offers large, exclusive territories, diversified revenue streams and superior marketing power.

About Homewatch CareGivers Serving Costa Rica

Located at 51-6155 Santa Ana in San Jose, Homewatch CareGivers Serving Costa Rica provides an Advanced Continuum of Care, including comprehensive personal care, companionship and homemaking services that enhance quality of life. Because we recognize the importance of caring for "the whole person," our in-home health care solutions address the physical, emotional and social needs of every client. For more information about Homewatch CareGivers Serving Costa Rica, visit <http://www.homewatchcaregivers.com/co> or call 506-201-5265.

About Homewatch International and Homewatch CareGivers

Homewatch International, Inc., which sells Homewatch CareGivers business opportunities, offers franchisees a proven system and six diverse revenue streams. For more information, visit <http://www.homewatch-intl.com>

Homewatch CareGivers has been providing the highest quality in-home care services to people of all ages for more than 25 years. For more information, visit <http://www.homewatchcaregivers.com>.