



FOR IMMEDIATE RELEASE

HONOR OPENS SECOND OPERATIONS CENTER IN AUSTIN

New location to support company's growth and expansion in the Southwest market

CONCORD, CA, October 23, 2018 -- [Honor](#), a comprehensive home care services company and founder of the Honor Care Network, today announced the opening of the company's second operations center to be located in Austin, Texas. The new 30,000 square foot operations center in North Austin will complement Honor's current operations center in Concord, California where the company manages its care operations.

The expansion comes at a time the company is experiencing rapid growth, having tripled in the last 12 months driven by the launch of the [Honor Care Network](#), a pioneering national network of local home care providers across California, New Mexico, and Texas. The new location will provide additional reach into the professional talent pool in Austin and support the high demand for in-home services to care for older adults in Texas and the surrounding Southwest market.

"We're thrilled to establish an operations center in Austin, Texas," said Austin Harkness, Head of Care at Honor. "As we thought about how best to support Honor's next phase of rapid growth, we chose Austin for its culture and talent."

"Austin is quickly becoming a hub for the intersection of technology and healthcare," said Opportunity Austin and Austin Chamber Senior Vice President of Economic Development Charisse Bodisch. "With its inventive approach to making in-home senior care more accessible, Honor is a natural fit for our burgeoning health tech scene. Opportunity Austin is proud to add Honor to the list of companies that are attracted to our region's talent and potential."

Founded in San Francisco four years ago, Honor currently serves clients in California, New Mexico, and Texas. Funded by high-profile investors who saw the growing potential for technology innovation in the aging boomer market, Honor developed a proprietary technology platform to streamline home care operations, including caregiver recruiting and scheduling, client support, and other back-office tasks.

Honor realized that its technology platform could quickly scale the company into additional markets, and saw the potential to create a national standard to improve and empower

caregivers as well as create a better care experience for older adults. Mid last year, the company launched the Honor Care Network to partner with local independent home care agencies to provide the best home care experience beyond the San Francisco Bay Area and into additional states.

[Apple Care and Companion](#) was the first local home care agency in Texas to sign with Honor last year. Since joining the Honor Care Network, Apple Care and Companion's business has grown nearly five times the home care industry average rate.

"I believe the agencies that embrace innovation and find the perfect balance between high tech and high touch will be the drivers of effective home care," said Laurie Miller, Owner of Apple Care and Companion. "With Dallas having the 10th largest population of seniors in the U.S., I needed to find a better solution to grow my business to provide better quality, in-home care to the many older adults in this community that need access. Being a part of the Honor Care Network gives me the added support of an entire operations team to help me make that vision a reality."

The new Honor Austin office will be located in North Austin near The Domain with expected move-in date in early 2019.

About Honor

Honor, a home care company, is the founder of the Honor Care Network, a pioneering national network of home care providers. Honor is the first company ever to bring scalable workforce management and technology expertise together with the high-touch, personalized care of local homegrown care agencies. Working with Care Network Partners, Honor helps older adults live safely and comfortably in their own homes by enabling reliable, transparent, high-quality care. Founded in 2014, Honor is now one of the fastest-growing, non-medical home care companies in the U.S., currently providing care to families in California, Texas, and New Mexico. For more information, visit www.joinhonor.com

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Media Contact:

Caroline Kawashima

Head of Communications & PR

pr@joinhonor.com

415.246.0313