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FOR IMMEDIATE RELEASE

Bayada Nurses' Legacy-Building CEO Embarks on Eight-Month Tour

September 9, 2005 – Moorestown, NJ – Mark Baiada, president, founder and CEO of Bayada Nurses, will embark on an eight-month, 128-office tour to personally express *The Bayada Way*—the mission, vision, values and beliefs developed for the company over the past three years. The first visit of the tour will take place at 10:00 am on Thursday, September 22nd at the Wayne Office located at 512 West Lancaster Ave, Suite 2, in Wayne, PA.

“This is important, so I want to go to each office and meet everyone in person”, explained Baiada. “As we approached our 30th Anniversary, I decided I wanted to leave a legacy with a clearly-defined mission and vision for the future. Identifying and articulating our company’s core values is critical, because it represents what our organization stands for and believes in.”

With the help of psychologist Dr. Albert Freedman, Baiada involved employees, clients and their families to develop *The Bayada Way*, a set of principals and guideposts for Bayada Nurses. Dr. Freedman, who is also the parent of a Bayada Nurses client, coordinated a research program that included focus groups, overnight retreats, office visits and a written survey sent to over 16,000 individuals associated with Bayada Nurses.

“*The Bayada Way* expresses the values and beliefs that have been the foundation for our work since 1975”, said Baiada. “The words of *The Bayada Way* come directly from the hearts of our clients, their families and our employees. Every time an employee walks into a client’s home, *The Bayada Way* comes to life.”

To personally share his message, Baiada is driving himself around the country in the Bayada Bus, a specially-wrapped 38-foot RV, and sleeping in parking lots that will accommodate the size of the bus. In addition to the personal connection from Baiada, supplemental materials were produced including a DVD with the story of *The Bayada Way* which features clients, their families and employees; leadership training booklets for company directors; and inspirational pamphlets for office and field staff.

Founded in 1975, Bayada Nurses is an independently-owned home health care agency that provides skilled, rehabilitative, therapeutic and personal care services to children, adults and seniors at home. Bayada Nurses employs over 12,000 nurses, home health aides, and therapists working from more than 120 offices in 15 states.

For more information about Bayada Nurses, call 1-888-4-BAYADA, or visit our website at www.bayada.com.

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