



Document Destruction Franchise Setting Up in Baltimore, Maryland

BALTIMORE, MD August 21, 2007.....*PROSHRED®* will see its next new franchise office located in the Greater Baltimore Area. The company currently has offices in NY, MA, CT, PA, and with the addition of MD continues to develop its footprint across the eastern United States. *PROSHRED®* was established in Canada in 1986 and is known as the pioneer of the booming multi-billion dollar shredding and recycling industry. Prior to launching its current USA expansion in 2003, the company opened franchises from coast-to-coast in Canada.

Maryland Franchisee, Martin Fisher has extensive Security Industry experience. Most recently, Martin served as Executive Vice President, Chief Financial Officer and member of the Board of Directors at Dunbar Armored, the nation's largest independent armored car company. During his ten year tenure he developed an electronic safe business and created an international air courier alliance with large global partners. He also enhanced and grew international security franchises. Martin is a licensed CPA and holds an MBA from Harvard Business School. Upon executing the Franchise Agreement President and CEO John Prittie commented, "We look forward to utilizing Fisher's security industry experience and business acumen to further enhance our U.S. information security presence".

Against this background Federal and State governments have promulgated new laws which create new privacy rules for US businesses. More specifically the Fair and Accurate Credit Transactions Act (FACTA) contains a number of provisions intended to combat fraud and identity theft. FACTA was recently amended to further reduce the risk to consumers and businesses through the improper disposal of consumer information. The revised Act requires any person (or company) who possesses consumer information for a business purpose to properly dispose of such information by taking reasonable measures to protect against unauthorized access to or use of the information in connection with its disposal. Further, it allows for harsh penalties for those who do not comply.

Fisher's franchise will bring additional identity theft tools to a state which has been in the forefront of Identity Theft legislation. After years of advocacy by the state Attorney General's office, the Maryland General Assembly passed two important measures to protect consumers from identity theft in 2007: breach notification and security freeze. Starting January 1, 2008 the Breach notification law requires companies to notify consumers if their personal information has been compromised and security freeze legislation allows consumers to stop ID theft before it starts by controlling who can access to their credit report.

Identity theft continues to afflict millions of U.S. consumers, according to a study commissioned by the financial industry. About 9.3 million people were victims of the crime in the year studied. It is believed that that one in every 23 consumers is a victim of some form of identity theft.

PROSHRED® shreds confidential documents and other proprietary materials for thousands of customers in all industry sectors including medical, financial and high-tech; and is the only mobile shredding service to have earned **ISO 9001 certification**, meeting the rigorous quality standards of the International Organization for Standardization. *PROSHRED®* is the first company to offer service for home based businesses and residential consumers with its RISC™ Management Program.