



Proshred Franchising Corp. President, John Prittie, Speaks at the 47th Annual IFA Convention on International Expansion from the Eyes of the Master Franchisee

LAS VEGAS, NV February 25, 2007.....Speaking on an expert panel at the International Franchise Association's 47th Annual Conference, John Prittie outlined a multifaceted approach for evaluating Master Franchise opportunities from his over 25 years experience in the industry and his involvement in the launch of three Master Franchises.

"Companies looking to expand internationally need to know that Master Franchising starts with an extensive and thorough review of the concept, Franchisor, operations, IT, sales, marketing fund and legal aspects of the business," commented Prittie. "Many franchise concepts have failed because insufficient research was carried out prior to transporting the concept to a foreign market." Prittie lead discussion about the expectations a Master Franchisee or Area Developer might have, and how those expectations could differ from those of the Franchisor. He talked about the methods that foreign Masters/Developers use to find and investigate franchise systems. He also spoke from the other vantage point, and discussed what Franchisors could do to be knowledgeable about a foreign market before expanding there.

John Prittie is the President and CEO of Heron Capital Corporation, a franchise development and management company based in Toronto, Canada. Under the management of Heron Capital, Proshred Franchising Corp. is actively awarding franchises for **PROSHRED®** across the United States. **PROSHRED®** is a pioneer in the on-site document destruction and recycling industry with over 20 years in the business. Prittie is a season franchise executive with significant experience building and developing management teams in retail and service-based franchise businesses.