



PROSHRED® Announces New Franchise Location in San Diego, California

SAN DIEGO, CA, July 30, 2010 – **PROSHRED®** is pleased to announce that it has awarded a new franchise to operate a **PROSHRED®** shredding business in the San Diego, CA area. The company currently has 17 locations and with the addition of San Diego, CA, **PROSHRED®** continues to develop its footprint across the United States. **PROSHRED®** expects its new franchise to commence operations in the fall of 2010.

PROSHRED®'s President John Prittie commented, "We are very pleased to award our first new franchise for 2010 and our second on the west coast in the last 12 months. We are looking to establish a strong presence on the west coast of the United States and have targeted Los Angeles, San Francisco, San Jose, Portland and Seattle for future expansion". Mr. Prittie further noted, "The new franchise will service San Diego and Imperial Counties and augment our current service in Southern California. Our new franchisees are well known in the Southern California business community and have many connections within the commercial real estate and finance industries."

Todd Hoover and Desiree Chiles, the new San Diego franchisees, noted that "we decided to get involved with **PROSHRED®** because we think the business model is relevant in today's world of identity theft. We feel there is solid demand for a "best in class" service and we believe the **PROSHRED®** model represents this and will be well received by our San Diego customers. **PROSHRED®** is attractive because it has a solid infrastructure and support system in addition to a successful base of existing locations. We look forward to duplicating the **PROSHRED®** model in San Diego and growing a sustainable business."

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.

For more information visit: www.proshred.com.