



PROSHRED® Office Starting Up in Northern Virginia

STERLING, VA March 7, 2008.....PROSHRED® will see its next new franchise office located in the Northern Virginia area. The company currently operates in 16 states and with the addition of Northern Virginia continues to develop its footprint across the United States.

Northern Virginia Franchisee, Steve Theobald has served in management roles with several successful entrepreneurial companies. Most recently, Steve was Vice President, Finance of TheLadders.com, the world's largest source of \$100K+ jobs. Previously, Steve held financial management positions at The Sidney Frank Importing Company (distributors of Jagermeister Liqueur) and MovieFone. Steve holds a BA from Georgetown University and an MBA from Harvard Business School. Upon executing the Franchise Agreement, President and CEO John Prittie commented, "We look forward to utilizing Steve's experience in leading high-growth companies to further expand our U.S. 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.

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.