



PROSHRED® Wins Frankie Awards at the CFA Annual Convention for Marketing Achievements



TORONTO, ON May 12, 2005.....After recently being acquired by franchise management company Heron Capital Corporation, **PROSHRED®**, newly re-branded and set for re-entry into the United States market, has been recognized for its marketing achievements in the franchising community.

The 13th Annual Frankie Awards held at the Canadian Franchise Association's 2005 Convention recognized franchise organizations across the globe that have raised the bar for outstanding performance in the area of marketing and brand image.

PROSHRED® was entered for selected awards categories and was judged based on originality, clarity of message, quality of execution, effective use of medium, overall presentation, and the ability to achieve desired results. In the end **PROSHRED®** took Gold for two top categories – Corporate Identity and Newspaper Advertising.

With **PROSHRED®**'s recent change of ownership, new management team and refocus on the United States shredding market, President John Prittie sees the company's Frankie Awards achievements as part of the natural process of **PROSHRED®** becoming a significant player in the American shredding industry. Commented Prittie, "With **PROSHRED®**'s 20 years of experience in the shredding industry coupled with the new management philosophy we bring to the table, we believe our refocus on customer service and superior document security processes will quickly be recognized by the market. With our recent Frankie Awards accomplishments it appears that our marketing strategies are already starting to demonstrate this."

PROSHRED® pioneered the mobile document destruction industry in the mid-1980's and is currently the only on-site shredding company adhering to the international quality standards of ISO 9001:2000 certification.

PROSHRED® is a growing franchise network of locally owned and nationally operated franchise locations decided to providing superior customer service, quality and security to its customers across the United States.