



## Franchise Shredding Firm Announces New Location in Philadelphia, Pennsylvania

**PHILADELPHIA, PA November 29, 2006.....** **PROSHRED®** has opened a Philadelphia area office that will be providing mobile shredding services. The new facility is owned and operated by Virginia Heron and Jim Doerr. The franchise location will cover the city of Philadelphia, as well as 16 surrounding counties.

Doerr and Heron'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, the state passed the Pennsylvania Breach of Personal Information Notification Act (BPINA) to protect consumers from Identity Theft. BPINA protects Pennsylvania residents from misuse of their personal information. It mandates the protection of such information by businesses operating in the state and outlines an organization's obligations to its customers in the event of a security breach. The Act requires businesses to "provide notice of any breach of the security system to any resident... whose personal information was or is reasonably believed to have been accessed and acquired by an unauthorized person."

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.

**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.