

**PRESS RELEASE**  
**REDISHRED CAPITAL CORP.**

Mississauga, Ontario

October 14, 2010

***PROSHRED*<sup>®</sup> Security Shredding Operations NAID AAA Certified Coast to Coast**

Proshred Franchising Corp. (“Proshred”), a subsidiary of Redishred Capital Corp. (TSX-V: KUT) and the owner of the ***PROSHRED*<sup>®</sup>** brand, is pleased to announce the completion of “AAA Certification” of all of its operating ***PROSHRED*<sup>®</sup>** shredding sites under the standards and guidelines of the National Association for Information Destruction (“NAID”).

The addition of NAID AAA Certification to ***PROSHRED*<sup>®</sup>**'s current ISO 9001 Certification places ***PROSHRED*<sup>®</sup>** in a unique position as the only provider of onsite paper shredding and recycling services to be dual certified by the National Association for Information Destruction and the International Organization for Standardization. ***PROSHRED*<sup>®</sup>**'s dual certification reflects its ongoing commitment to information security, customer service and continuous quality improvement to all of its customers and affiliates.

“We are extremely excited that all of our locations in operation are NAID AAA Certified. This certification in conjunction with our existing ISO 9001 Certification exemplifies ***PROSHRED*<sup>®</sup>** as a leader in providing the best security standards in our industry”, commented Mr. Tim Tibbs, the Chief Operating Officer of ***PROSHRED*<sup>®</sup>**. “Clients continue to have the comfort that their confidential information will be disposed of in the safest and most environmentally friendly way.”

***PROSHRED*<sup>®</sup>** believes onsite document destruction at the customer location, supported by the first-rate standards imbedded in NAID AAA and ISO 9001 Certification, is the optimal method for businesses and consumers to ensure their private information is securely destroyed and later recycled. With privacy and corporate legislation continuing to tighten, businesses and individuals cannot afford the risks of poor service or the lack of security with their shredding services.

About NAID:

NAID<sup>®</sup> is the international trade association for companies providing information destruction services. Suppliers of products, equipment and services to destruction companies are also eligible for membership. NAID's mission is to promote the information destruction industry and the standards and ethics of its member companies. Find out more about NAID and its AAA Certification program online at [www.naidonline.org](http://www.naidonline.org).

About ***PROSHRED*<sup>®</sup>**:

***PROSHRED*<sup>®</sup>** shreds and recycles confidential documents and proprietary materials for thousands of customers in the United States in all industry sectors. ***PROSHRED*<sup>®</sup>** is a pioneer in the mobile document destruction and recycling industry. It is ***PROSHRED*<sup>®</sup>**'s vision is to be the ‘system of choice’ and provide shredding and recycling services on a global basis. Find out

more about **PROSHRED**<sup>®</sup> as well as our calendar of free local community shredding events for the public at [www.proshred.com](http://www.proshred.com).

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*Proshred Franchising Corp. ("Proshred"), is a subsidiary of Redishred Capital Corp. (TSX-V: KUT) and the owner of the PROSHRED<sup>®</sup> brand.*

*This news release may contain forward looking statements that reflect the current expectations of management of Proshred and Proshred's future results, performance, achievements, prospects and opportunities. Wherever possible, words such as "may", "will", "believe", "intend" and similar expressions have been used to identify these forward looking statements. These statements reflect current beliefs and are based on information currently available to management of Proshred. Forward looking statements necessarily involve known and unknown risks and uncertainties. A number of factors could cause actual results, performance, achievements, prospects or opportunities to differ materially from the results discussed or implied in the forward looking statements. These factors should be considered carefully and a reader should not place undue reliance on the forward looking statements. There can be no assurance that the expectations of management of Proshred will prove to be correct.*

*Readers are cautioned that such forward looking statements are subject to certain risks and uncertainties that could cause actual results to differ materially from these statements. Proshred can give no assurance that actual results will be consistent with these forward-looking statements.*