



Firestorm Franchising Partners with Business Alliance

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FOR IMMEDIATE RELEASE

ROSWELL, Ga. – Firestorm Franchising LLC today announced its partnership with Business Alliance Inc., the nation’s largest network of franchise brokers.

Last month, franchises affiliated with Firestorm Solutions LLC, a national leader in business continuity, communicable illness planning, vulnerability analysis and crisis management, were made available. Franchisees utilize all capabilities and services of Firestorm, including its name and trademark; operational methodology including plans, policies, procedures and training; and access to its staff; Expert Council and Online Resource Center.

“We are pleased to partner with Business Alliance because it represents only franchises with the highest standards of quality and integrity,” Firestorm Franchising Executive Vice President Hutch Hodgson said.

Firestorm franchises will be awarded only to those who can demonstrate senior leadership expertise, a commitment to help others and desire to build a business based on a “Culture of Preparedness.”

The emerging global health crisis presented by the swine flu outbreak will provide opportunity for Firestorm franchisees to provide much-needed consulting and communicable illness planning for clients, company President/CEO James W. Satterfield said.

“The sudden emergence of a swine flu pandemic again demonstrates that we are in a climate of ever-increasing risks and vulnerabilities,” said Satterfield, who led Firestorm Solutions’ on-site crisis management support efforts at Virginia Tech.

Other significant drivers for the business continuity planning and consulting industry include the increase in natural disasters related to climate change; the ongoing threat of terrorism at home and abroad; and the Congressional mandate that the Department of Homeland Security and FEMA establish a certification program for Business Continuity Plans in the private sector (Public Law 110-53, Title IX).

“We welcome Firestorm – with the unique nature of its business model and exceptional leadership -- as a franchisor partner,” said John Hodges Jr., Director of Franchise Relations for Business Alliance (www.businessallianceinc.com).

For more information and a complete list of the states in which franchises are currently available, visit www.firestorm.com. To obtain a copy of the Firestorm Franchise Disclosure Document, contact Hodgson at (770) 643-1114 or hhodgson@firestorm.com.