



## Initial Firestorm Franchise Awarded

MAY 5, 2009

FOR IMMEDIATE RELEASE

ROSWELL, Ga. – Just a month after becoming available, the initial Firestorm business continuity planning and consulting franchise has been awarded to well-known area businessman Doug Russ, a long-time CPA and the president of BizLaunch Now! and the Johns Creek (Ga.) Chamber of Commerce.

Firestorm is a national leader in business continuity, communicable illness/pandemic planning, vulnerability analysis and crisis management. Franchisees utilize all capabilities and services of Firestorm -- which provided the on-site crisis management support at Virginia Tech -- including its name and trademark; operational methodology including plans, policies, procedures and training; and access to its staff, Expert Council and Online Resource Center.

“Doug is precisely the type of veteran business person and leader that we believe is the ideal Firestorm franchisee,” said Franchising EVP Hutch Hodgson. “He shares our commitment to helping others and building a ‘Culture of Preparedness’ in this country.”

Significant drivers for the business continuity planning and consulting industry include the potential health crisis presented by the swine flu outbreak and other communicable illnesses; the increase in natural disasters related to climate change; exposure to terrorist threats internationally; and the Congressional mandate that the Department of Homeland Security establishes a BCP certification program for the private sector (Public Law 110-53, Title IX).

“On a personal level, this gives me the opportunity to apply my background and years of business experience to bring a timely and valuable product to market,” Russ said. “Everyone and every business needs to have a comprehensive plan in place in advance of events which can wreak havoc on productivity -- and even survival -- when they strike.

“We are on the front edge of awareness of this need across the full spectrum of businesses in our country, and at Firestorm we are ready to help prepare them for these eventualities.”

Russ will be joined by fellow Johns Creek residents Scott Laravea (Director of Sales/Marketing) and Bob Eyer (Director of Research/Fulfillment) in his venture.

Firestorm Franchising is partnered with Business Alliance Inc., the nation’s largest network of franchise brokers. Russ was introduced to Firestorm Franchising by Joe Marinelli of BAI.

For more information and a complete list of the states in which franchises are currently available, visit [www.firestorm.com](http://www.firestorm.com). To obtain a copy of the Firestorm Franchise Disclosure Document, contact Hodgson at (770) 643-1114 or [hhodgson@firestorm.com](mailto:hhodgson@firestorm.com). Media inquiries should be directed to Mike Pennetti at [mpennetti@firestorm.com](mailto:mpennetti@firestorm.com) or 678-557-9243.