



Firestorm Franchises Available in all 50 states, D.C.

AUG. 27, 2009

FOR IMMEDIATE RELEASE

ROSWELL, Ga. -- Firestorm Franchising LLC announced that it has been approved to begin accepting applications for business continuity planning and consulting franchises in Connecticut and Maine, making Firestorm franchises available in all 50 states and the District of Columbia.

Franchisees are able to utilize all capabilities and services of Firestorm® -- which provided the on-site crisis management support at Virginia Tech -- including the Firestorm name and trademark; operational methodology including plans, policies, procedures and training; and access to its staff, Expert Council and Online Resource Center.

Franchises have been awarded and are operational in Georgia, Alabama, New Jersey and Pennsylvania. Requirements include demonstrated senior leadership expertise, problem-solving skills, a commitment to help others and a desire to build a business based on a "Culture of Preparedness."

"We are extremely gratified at the early response to Firestorm franchise opportunities," Firestorm Franchising President/CEO James W. Satterfield said. "Our unique concept has generated tremendous interest, and a group of initial franchisees that we believe will be highly successful."

Significant drivers for the business continuity planning and consulting industry include the imminent public health threat posed by the H1N1 swine flu pandemic; exposure to mass violence/terrorist threats in the U.S. and internationally; the increase in natural disasters related to global warming; 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- PS Prep).

Lt. Gen. Russel L. Honoré (U.S. Army, ret.), widely hailed for restoring direction and effectiveness to the Hurricane Katrina relief effort, is among the distinguished members of the Firestorm Solutions Expert Council. He has devoted his post-military career to bringing a Culture of Preparedness to America and believes a business-oriented approach is required.

"Firestorm brings a unique combination of insight, experience and capability to this task," said Gen. Honoré. "The purpose of any business is to solve problems and fill needs, and preparedness is the same way. The ability to generate value by filling this need will help it become embedded in our culture."

DLA Piper, an international leader in franchise and distribution law, provided legal counsel on structuring and documenting Firestorm's franchise program. Broker partners include Business Alliance Inc., and Franchise Alliance.

For information, visit www.firestorm.com. To obtain a copy of the Firestorm Franchise Disclosure Document, contact Executive Vice President Hutch Hodgson at 770-643-1114 or hhodgson@firestorm.com. Media inquiries should be directed to Mike Pennetti at 678-557-9243 or mpennetti@firestorm.com.

NOTICE REGARDING FRANCHISE OFFERS OR SALES

This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for information purposes only.

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