



New franchisees bring diverse business backgrounds

MARCH 24, 2010

FOR IMMEDIATE RELEASE

ROSWELL, Ga. – A trio of veteran Atlanta-area business people are the newest Firestorm franchisees, marking the first group ownership since the business continuity planning leader launched franchising last April.

Andrew Schival of East Cobb; Jay Prange of Alpharetta; and Pam Hodgson of Alpharetta recently became co-principals of the eighth Firestorm franchise. The group's vast collective and varied experience will now be available to support Firestorm consulting clients.

"In today's uncertain world, the need for comprehensive business continuity planning has never been greater," said Schival, whose background includes being a CPA and running a financial planning firm. "Firestorm has done all the groundwork to allow franchisees to be successful."

Prange's background is in engineering and accounting; while Hodgson runs a senior care business and has expertise in healthcare administration.

Firestorm (www.firestorm.com) is a national leader in business continuity, communicable illness/pandemic planning, vulnerability analysis and crisis management. Franchisees utilize all capabilities 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, Solutions Board and Online Resource Center.

The implementation of Public Law 110-53 (Title IX-Private Sector Preparedness), which mandates the Department of Homeland Security initiate certification of business continuity planning in the private sector, creates wide-ranging opportunity for the BCP industry. Other significant drivers include the global threat of pandemic and communicable illnesses; the worldwide economic crisis; the increase in natural disasters related to climate change; and elevated exposure to mass violence threats in the workplace, on campus and via terrorism.

"The breadth and depth of expertise brought by our newest franchise principals is exceptional," Firestorm President James W. Satterfield said. "We continue to be gratified by the response to the Firestorm opportunity in the business-to-business franchise marketplace."

The new franchise will operate out of Alpharetta. Contact the principals at (404) 909-6252 and aschival@firestorm.com or phodgson@firestorm.com.

For more 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 mpennetti@firestorm.com or (678) 557-9243.