



Firestorm Franchise Opportunities Announced

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FOR IMMEDIATE RELEASE

ROSWELL, Ga. – Firestorm Franchising LLC announced today that it will begin accepting applications for business continuity planning and consulting franchises.

Franchisees will be 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 will be awarded only to those individuals who can demonstrate 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 to be able to offer this opportunity at this critical juncture in our nation's history," Firestorm Franchising President/CEO James W. Satterfield said. "The need for economic recovery is matched only by the need to rebuild our level of preparedness in the private sector, which controls 85 percent of our infrastructure. As the 9/11 Commission Report stated: Preparedness is not a luxury, it is a cost of doing business."

Other significant drivers for the business continuity planning and consulting industry include the increase in natural disasters; imminent public health threats such as the pandemic flu; 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 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 to accomplish the mission.

"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 a 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. Franchises will be limited to one per zip code, though franchisees will be able to do business nationally.

"Just as in politics, all disasters are local. A franchisee will benefit from a unique understanding of the vulnerabilities that exist in his or her own backyard," Satterfield said.



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 Executive Vice President Hutch Hodgson at (770) 643-1114 or hhodgson@firestorm.com.

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