



Franchise broker becomes latest Firestorm Franchisee

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FOR IMMEDIATE RELEASE

ROSWELL, Ga. – As a franchise broker with the Business Alliance, Don Samanas recognized the opportunity presented by Firestorm® (www.firestorm.com), a national leader in crisis management, vulnerability analysis, risk mitigation, and business continuity.

After learning during the due diligence process of Firestorm and W.W. Grainger Inc. teaming to offer business continuity products and services, Samanas realized the potential and decided to become the latest Firestorm franchisee – the eighth awarded in less than a year.

Having spent 22 years working for Grainger -- North America's leading supplier of maintenance, repair and operations products -- and later with Stanley Tools, Samanas understands the need to develop private-sector preparedness. During its 80-plus years, Grainger has helped businesses and governments respond to thousands of disasters by providing critical supplies.

"The credibility of being involved with Grainger speaks volumes for Firestorm and this franchise opportunity," Samanas said. "Knowing Grainger as I do, I know they don't make these decisions lightly."

Franchisees utilize all capabilities of Firestorm -- which provided the on-site crisis management support at Virginia Tech -- including its name and trademark; PREDICT. PLAN. PERFORM.™ operational process; plans; policies; 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 opportunities for the BCP industry. Other significant drivers include the emergence of communicable illnesses such as H1N1; the increase in natural disasters related to climate change; and elevated exposure to mass violence threats nationally and internationally.

"We're pleased to add someone with Don's background as our latest franchisee," Firestorm Executive Vice President Hutch Hodgson said. "He understands how the supply chain operates and how to best position Firestorm clients for maximum business resilience."

Samanas' Firestorm franchise will operate out of Lake Mills, Wis. He can be reached at (608) 333-7969 or dsamanas@firestorm.com.

For more information, visit www.firestorm.com. To obtain a copy of the Firestorm Franchise Disclosure Document, contact 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.