



Firestorm Franchisees Can Provide Assistance During Swine Flu Outbreak

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FOR IMMEDIATE RELEASE

ROSWELL, Ga. – The emerging global health crisis presented by the swine flu outbreak will provide opportunity for Firestorm franchisees to provide much-needed consulting and communicable illness planning for clients, company President/CEO James W. Satterfield said.

Department of Homeland Security Secretary Janet Napolitano declared a public health emergency on Sunday at the White House as the number of confirmed cases in the U.S. reached 20. In Mexico, the virus has infected more than 1,300 people and killed more than 80. Dr. Richard Besser of the Centers for Disease Control and Prevention warned Sunday that the public should expect to see more severe illness.

Firestorm Franchising LLC began accepting applications for business continuity planning and consulting franchises March 30. The franchises are affiliated with Firestorm Solutions LLC, a national leader in communicable illness/pandemic planning, vulnerability analysis, risk mitigation and crisis management, and will be awarded only to those who demonstrate senior leadership expertise, a commitment to help others and a desire to build a business based on a "Culture of Preparedness."

"The sudden emergence of a swine flu pandemic again demonstrates that we are in a climate of ever-increasing risks and vulnerabilities," Satterfield said. "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 related to climate change; exposure to terrorist threats in the U.S. and internationally; 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).

Firestorm's Expert Council includes former U.S. Surgeons General C. Everett Koop and David Satcher. Its Healthcare Response Team has more than five centuries of collective experience in public health and emergency preparedness, hospital operations and healthcare delivery, and is led by Donald A. Donahue, Executive Director of the National Security Health Policy Center, and Dr. Stephen O. Cunnion, the first person to alert the Western world of the disease outbreak now known as SARS in 2003.

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.