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From Miami's National Hurricane Center, to Pinellas County Firehouses, Port Charlotte Based Forcefield Hurricane Sets The Standard In Hurricane Protection Statewide

Port Charlotte, Florida – February 3, 2008 -- Storming past lower priced competitors, Port Charlotte based Forcefield Hurricane® announced today the \$44,000.00 contract award to retrofit three separate Pinellas County fire stations for hurricane protection.

After examining numerous bids, county fire officials invited the top four companies to provide presentations to the board. "We were able to overcome not being the low bid as less than professional competitors didn't have the background to produce a qualified bid package, or the know how to pull off a professional presentation." said Todd Matasek, Forcefield's Director of Operations. "Our experience in the municipal bidding process allows us to edge out lower priced competition" continued Matasek "We will be spending a lot of time teaching our new franchisees these advantages as they go through Forcefield University at Port Charlotte."

"Competitors showed pieces, parts, components, and unprofessional documentation" said Harris Bowers, Forcefield's CEO. Forcefield provided a proficient submittal and demonstrated full sized products in our mobile showroom - Hurricane Defense Vehicle HDVSM. Having the prestige of our product on the National Hurricane Center in Miami and other municipal buildings, has allowed us to secure contracts with numerous fire departments, hospitals, banks and commercial installations. We just completed the recreational center in Punta Gorda last month. Our credentials and experience are a big plus with the buying public and will be a big asset to our entire franchise family" said Bowers.

"Recessions don't affect the weather" said Bowers. "NOAA claims that we're in the middle of an active hurricane cycle that could last another ten years or thirty. Insurance companies are leaving the state and many of those that remain are demanding hurricane protection as part of a policy renewal. Building codes

also require protection and cost conscious consumers are placing orders just to get an insurance company discount” continued Bowers “We don’t see this trend changing, especially with the health, safety and security concerns of an aging population.”

Scientists at the National Oceanic and Atmospheric Administration (NOAA) recently released a study demonstrating that the increases in economic damage from hurricanes are not because storms are getting any stronger – it’s because more people and development have relocated into hurricane prone areas. The study, published in Natural Hazards Review, also found that the economic hurricane damage in the United States has doubled every 10-15 years.

“Unless action is taken to address the growing concentration of people and property in coastal hurricane areas, the damage will increase by a great deal as more people and infrastructure inhabit these coastal locations,” says Chris Landsea, the report’s co-author and operations officer at NOAA’s National Hurricane Center in Miami.

About Forcefield Hurricane®

Forcefield Hurricane Protection Systems® is the only franchised national brand of hurricane protection products and installation.

Forcefield provides clients with one stop shopping convenience for the permitting and installation of all types and styles of hurricane shutters, electrical generators, skylights, impact windows and doors, garage doors, roof reinforcements and other products to fortify homes, businesses and municipal buildings against the ravages of a storm.

The company also assists clients in attaining the available insurance discounts.

Forcefield is a member of the International Franchise Association and a participating member in the Veterans Transition Franchise Initiative.

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