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Forcefield Hurricane Hits Franchise Industry by Storm.

Port Charlotte, Florida June 2, 2008 --- In a move that's likely to take the franchise industry by storm, Port Charlotte based Forcefield Hurricane announced today the official introduction of its Hurricane Defense Vehicle -- HDVSM Mobile Showrooms. An industry first, these fully equipped mobile office showrooms provide full sized, hands on examples of Forcefield's myriad product offerings and are equipped with a large screen TV to demonstrate how the product selection will look on the clients home, a computer system to calculate the quote and a credit card terminal to complete the transaction.

Despite the recent slowing of the economy, strong demand continues for hurricane protection in U.S. coastal communities. New insurance requirements and stricter building codes, combined with research showing that economic hurricane damage in the United States has doubled every 10-15 years, has created ideal conditions for the rollout of the country's first national franchised brand of hurricane protection products and installation.

"Our National Call Center and HDVSM mobile showrooms allow franchise owners the ability to operate with low overhead, allowing for a quicker path to profitability" says Harris Bowers, President and Founder of Forcefield Hurricane. "With a complete cost range as low as \$84,000, Forcefield[®] is the perfect storm opportunity for people considering going into business for themselves amid all the corporate downsizing in these uncertain economic times."

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.

"The home needs to be a safe refuge, and may be one's most valuable asset. It's filled with those things that are most important. That's why people have a need to do business with a company they can trust" says Bowers. "After going through Hurricane Charley in 2004, I was disillusioned, as were my <OVER>

neighbors and the townspeople of Punta Gorda with the lack of a trustworthy, professional firm or a national brand to provide this necessary and important service. I started this company three years ago with a wood board laid over two small file cabinets in our spare bedroom” continued Bowers, “By applying my own franchise and municipal bidding background to this industry, I built a successful business system. We’re now the most dominant firm on the west coast of Florida, and we’ve assembled all the tools and a team of experienced professionals who can help franchisees duplicate our success.”

Bowers says Forcefield’s new mobile showrooms provide the client with an opportunity to see firsthand, full sized examples of the array of different products available. “From all different types of window and door protection to generators, garage doors and braces as well as roof reinforcing systems our mobile HDVSM showrooms provide the client with all the options, including available homeowners insurance discounts, fully explained by a trained Safety Consultant in a professional, air conditioned office environment.” Bowers said.

“Earning trust is the number one component of our business” said Todd Matasek, Forcefield’s Director of Operations. “Compared to the less than professional industry standard, Forcefield franchisees employ Certified Safety Consultants, who are specially trained at the home office on product and application technology.”

“We are the only company whose clients have the advantage of experiencing a complete showroom demonstration at their home, by a trained professional. This totally sets us apart from a fragmented, unsophisticated industry” continued Matasek.

“Forcefield Media Associates, our own creative advertising agency and the HDV concept combined with our proven business system will allow our franchisees a tremendous edge” adds Bowers. “We see our HDV system as the perfect complement to a home services company and view ourselves as an eventual acquisition target.”

Forcefield is currently offering exclusive franchise territories in coastal areas from Brownsville, Texas around the coast to Maine. www.forcefieldhurricane.com

About Forcefield Hurricane®

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

Forcefield provides clients one stop shopping convenience for the permitting and installation of all types and styles of hurricane shutters, electrical generators, 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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