

## HERON CAPITAL CORPORATION



### NEWS RELEASE

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### CANADIAN MASTER FRANCHISE RIGHTS FOR TWO MEN AND A TRUCK® ACQUIRED BY HERON CAPITAL CORPORATION

**TORONTO, January 4, 2005 .....** Toronto-based franchise management company, Heron Capital Corporation, has acquired the Canadian master franchise rights for Two Men And A Truck®, effective immediately.

The Two Men And A Truck concept was born in the early 1980s in Lansing, Michigan, when high school students Brig and Jon Sorber, began moving people in an old pickup truck for extra spending money. To help attract customers, their Mom, Mary Ellen Sheets, designed and placed a community newspaper ad, promoting the business with the now familiar stick men logo.

Today, as the first and largest local moving franchise system in the United States, Two Men And A Truck has become the fifth-largest moving company in the United States with 145 locations in 27 states and more than 970 trucks on the road. The company handles 250,000 moves annually. Its mission is 'to continuously strive to exceed customer's expectations.' For the 10th consecutive year, the company appears on Entrepreneur Magazine's Franchise 500 list. ([www.entrepreneurmag.com](http://www.entrepreneurmag.com))

Said Melanie Bergeron, President of Two Men And A Truck, "We're delighted to be able to partner with Heron Capital, who have an experienced franchise management team and a successful track record with the added bonus of being linked to an industry close to ours."

Said Heron Capital Corporation President & CEO John Prittie, "The business philosophy of Two Men And A Truck is in sync with how we view our customer and business partner relationships. Because of a long-standing home building legacy, we see some key marketing opportunities for our franchisees, all related to our core business....connections to new home builders, condo and apartment managers, real estate brokers and agents, as well as house inspectors."

“We expect to be very successful in building a strong Canadian franchise business,” said the 25-year franchise industry veteran. “Our long term goal is to develop and support a network of 40 franchises across Canada, including Québec.”

Added Prittie, "We see a polarized moving industry in Canada with large, national and international movers competing with small, independent movers. This presents us with a tremendous opportunity, right up the middle."

Two Men And A Truck franchises provide consumers with a comprehensive array of moving services, whether moving one appliance, an entire household or a business. The Company offers packing and unpacking services, loading and unloading services, boxes and a wide choice of packing supplies, crating and storage (optional). "Customers benefit from having trained, uniformed movers who are insured and bonded to handle all residential or commercial moving tasks," he added.

"A proven operating system is the most significant franchisee benefit. Everyone attends Stick Men University®, a complete three week training program at the company's international headquarters ([www.twomenandatruck.com](http://www.twomenandatruck.com)) in Lansing, Michigan. Front line staff (drivers and movers) train in a fully-furnished, two story facility with a 26 foot truck bed where training is life sized.....packing and loading boxes and moving real furniture onto real trucks. There is system-wide buying power on equipment and supplies through a sponsorship program plus a comprehensive marketing manual, advertising support and a 1-800 support line," said Prittie.

## **ABOUT HERON CAPITAL CORPORATION**

Heron Capital is a franchise management company, founded in 1997. Shareholders include The Heron Group of Companies, business associates of the Heron Group as well as Heron Capital's President and CEO John Prittie. The Company's mandate is to develop and manage a number of truck and service related franchise businesses. The principals have successfully managed a number of franchise organizations in Canada. Heron Capital recently purchased the shares of Proshred Franchising Corp, which owns the international rights (excluding Canada) to the proprietary franchising system of Proshred Security, who pioneered the on-site shredding industry.

## **ABOUT THE HERON GROUP OF COMPANIES**

The Heron Group's businesses include franchise and real estate companies. Since 1979, the real estate companies have been responsible for over 10,000 residential units in the Greater Toronto Area and developed three million square feet of commercial and retail space. The Group's member companies include Heron Capital Corporation, Heathwood Homes, Heron Homes, Herity Corporation, Heron Consolidated Inc, Simerra Property Management Services, Equity Development Group, Herity Reality LLC, Heron Building Corporation and The Heron Group Limited.

The corporation is owned and managed by a compact, cohesive team of professionals - engineers, accountants, sales and business executives - who combine strict, operational discipline with entrepreneurial flair and spirit. Over the years, the many prestige communities designed and built by The Heron Group have earned the company an enduring reputation for quality, value and absolute integrity.