



For Immediate Release

**Two Men and a Truck move into Hamilton
Hamilton location first Canadian – and international – office for award-winning
moving company**

Waterdown, ON, June 30, 2005 - Michigan-based Two Men and a Truck®, an award-winning moving services company, is moving into Canada and opens its first location north of the border in Hamilton, Ontario on June 30, 2005. Long-time Carlisle resident Larry Renaud is the first Canadian franchisee for Two Men and a Truck® Canada.

The opening of the Two Men and a Truck® Hamilton location is the first of ten new locations planned for the Golden Horseshoe Area within the next year. Two of the reasons Hamilton was chosen as the location for the first Canadian franchise are the incredible, record-breaking pace of its housing market and the steady economic growth of the surrounding Golden Horseshoe area which create an ideal business environment for Two Men and a Truck®.

What started as an after school endeavour for two boys to raise money for college is now the first and largest local moving franchise system in the United States, with 154 locations in 26 states and more than 1000 trucks on the road. The Canadian master franchise rights to Two Men and a Truck® were awarded to Heron Capital Corporation, the corporate franchise division of The Heron Group of Companies, in January, 2005.

“This is a great moment for me both professionally and personally,” says businessman Renaud, who has been an entrepreneur and IT consultant for more than seventeen years. “Opening a Two Men and a Truck® franchise gives me the opportunity to get into a well-managed, solid franchise system right at the ground floor, as we build this network across Canada and make a difference in the moving industry. It also gives me the opportunity to work and give back to a community I love,” he says.

Two Men and a Truck® is well-known in the United States for its customer service and care. In fact, in the U.S., its customer referral rate is 95 percent. In Canada, master licensee Heron Capital and franchisee Larry Renaud are committed to ensuring the same level of customer service and care.

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“Right from day one we want to differentiate ourselves in the Canadian moving industry with our dedication to customer service and quality of moving,” says Larry, who has lived in the Hamilton area for more than 17 years. “We are members of the Canadian Association of Movers and with them are committed to raising the bar for acceptable standards within the industry.”

Larry has just returned from three weeks’ training in Lansing, Michigan, where all Two Men and a Truck® franchisees receive three months intensive training. They learn the latest operational techniques and sharpen their skills in a number of areas including customer service, marketing, management, and computer technology. A unique facet of the training also includes hands-on packing and moving experience within a two-story model home built within the training centre at Home office.

Two Men and a Truck® International was founded in 1985 by Mary Ellen Sheets, the mother of the original “two men”, Brig and Jonathon Sorber. Ms. Sheets was recently named the International Franchise Association’s Entrepreneur of the Year for 2004. Franchising of Two Men and a Truck® began in 1989. Mary Ellen’s daughter, Melanie Bergeron, is President and Chief Operating Officer of the company and together they are the two women behind Two Men and a Truck®.

Heron Capital Corporation (HCC) is the corporate franchise division of The Heron Group of Companies, an umbrella organization that also encompasses property management and real estate businesses. Formed in 1997, HCC develops and manages truck- and service-related businesses that have North American growth potential through franchising. The proactive principals have successfully managed a number of franchise organizations in Canada. Shareholders include The Heron Group of Companies, business associates of the Heron Group as well as HCC’s President and CEO John Prittie. In addition to being awarded the Canadian master franchise rights to Two Men and a Truck, HCC recently purchased the shares of Proshred Franchising Corp., which owns the international rights (excluding Canada) to the proprietary franchising system.

- 30 -

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