

For Immediate Release

**HERON CAPITAL CORPORATION
hires new Franchise Business
Consultant for the TWO MEN AND A
TRUCK® Canadian Home Office**



Toronto, ON, September 15, 2008 - Heron Capital Corporation is pleased to announce the recruitment of Chuck Resnick as Franchise Business Consultant for **TWO MEN AND A TRUCK®** Canada.

Mr. Resnick has over 21 years of experience working with Shoppers Drug Mart Ltd. in Operations and Marketing and will be working closely with the **TWO MEN AND A TRUCK®** franchisees to build and grow their businesses. Mr. Resnick also has extensive knowledge in consulting services and real estate commercial and retail leasing.

Exceptional customer service and proactive grass root marketing efforts are critical success factors for **TWO MEN AND A TRUCK®** Canada. Chuck Resnick's extensive experience in these two areas will underpin the success of our Canadian franchisees. **TWO MEN AND A TRUCK®** Canada is committed to delivering on its customer satisfaction promise, said John Prittie, President and CEO of Heron Capital Corp.

TWO MEN AND A TRUCK® currently has five locations in Southwestern Ontario and has recently awarded its sixth location in the Greater Toronto Area.

About Heron Capital – owner of the Canadian master franchise rights of 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.

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About The Heron Group of Companies

The Heron Group of Companies 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 Realty LLC, Heron Building Corporation and The Heron Group Limited.

For more information, please contact:

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TWO MEN AND A TRUCK® CANADA

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