

**PRESS RELEASE**  
**REDISHRED CAPITAL CORP.**  
Mississauga, Ontario  
August 20, 2012

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**REDISHRED CAPITAL CORP. ANNOUNCES NEW *PROSHRED*<sup>®</sup> FRANCHISE IN HOUSTON, TEXAS, MARKING THE 23<sup>RD</sup> LOCATION IN THE UNITED STATES**

Redishred Capital Corp. (TSX.V – KUT) announced today that its subsidiary, Proshred Franchising Corp. (“PFC”), has entered into an agreement with a new franchisee to operate a *PROSHRED*<sup>®</sup> shredding business. The new *PROSHRED*<sup>®</sup> franchise office will be located in the Houston, TX market. The company currently has 22 locations in operation and with the addition of Houston, TX *PROSHRED*<sup>®</sup> continues to develop its footprint across the United States. Redishred expects its new franchisee to commence operations in the fourth quarter of 2012.

Redishred’s President John Prittie commented, “We are very pleased to award our second franchise in the state of Texas in less than one year. This also marks the 6<sup>th</sup> *PROSHRED*<sup>®</sup> location in the Midwest and we are hopeful to continue to develop our market presence in this region in addition to our Dallas, Kansas City, Chicago, Indianapolis and Milwaukee locations.”

Brock and Emily Bruce, our new Houston franchisees, stated that, “we looked at many business opportunities and *PROSHRED*<sup>®</sup> was the opportunity that met our investment criteria. We were looking for a business that would allow us to bring jobs to the Houston market, that was scalable and had multiple and recurring revenue streams. It was also important that the business had its roots in the business-to-business arena, yet allowed us to participate in the community and contribute to the community. Given the legislation that exists, we believe the need is there for all businesses to properly dispose of old business records in an effort to combat identity theft while simultaneously contributing to the environment, as the *PROSHRED*<sup>®</sup> service is a green service. For us *PROSHRED*<sup>®</sup> made the most sense personally and professionally. We are extremely excited to have the opportunity to bring *PROSHRED*<sup>®</sup> to Houston and South East Texas.”

**ABOUT OUR NEWEST FRANCHISEE**

Brock Bruce is an experienced Sales and Marketing Executive with 20 years experience leading the sales and marketing efforts for insurance and reinsurance carriers. Most recently Brock was the Vice President of Marketing and National Business Development for First Continental Life & Accident Insurance Company. Brock has been directly involved in the rapid growth of these insurance carriers, including spending more than 10 years with Service Insurance Group as their Eastern Regional Manager. Brock is a resident of the greater Houston area and looks forward to getting involved in the Houston Metro community while he builds his *PROSHRED*<sup>®</sup> franchise.

**SERVICES**

Redishred Capital Corp. is the owner of the *PROSHRED*<sup>®</sup> trademarks and intellectual property in the United States. *PROSHRED*<sup>®</sup> shreds and recycles confidential documents and proprietary materials for thousands of customers in the United States in all industry sectors. *PROSHRED*<sup>®</sup> is a pioneer in the mobile document destruction and recycling industry and has the ISO 9001:2008 certification. In addition to the ISO certification, most of our franchise and corporate locations are NAID certified. It is *PROSHRED*<sup>®</sup>’s vision is to be the ‘system of choice’ and provide shredding and recycling services on a global basis.

**FOR FURTHER INFORMATION PLEASE CONTACT:**

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*Note: The TSX Venture Exchange has neither approved nor disapproved of the information contained herein.*

*This news release contains forward looking statements that reflect the current expectations of management of Redishred and Redishred's future results, performance, achievements, prospects and opportunities. Wherever possible, words such as "may", "will", "estimate", "believe", "expect", "intend" and similar expressions have been used to identify these forward looking statements. These statements reflect current beliefs and are based on information currently available to management of Redishred. Forward looking statements necessarily involve known and unknown risks and uncertainties. A number of factors, including those discussed in the 2011 management discussion and analysis under "Risk Factors", could cause actual results, performance, achievements, prospects or opportunities to differ materially from the results discussed or implied in the forward looking statements. These factors should be considered carefully and a reader should not place undue reliance on the forward looking statements. There can be no assurance that the expectations of management of Redishred will prove to be correct.*

*In particular, certain statements in this document discuss Redishred's anticipated outlook of future events. These statements include, but are not limited to:*

- (i) The commencement of operations which may be delayed by the franchisees inability to secure the required facilities to operate a Proshred franchise, and*
- (ii) The development of further locations which may not be attained due to negative local economic circumstances that may limit the number of qualified franchisee candidates.*

*Readers are cautioned that such forward looking statements are subject to certain risks and uncertainties that could cause actual results to differ materially from these statements. Redishred can give no assurance that actual results will be consistent with these forward-looking statements.*