

**PRESS RELEASE**  
**REDISHRED CAPITAL CORP.**

Mississauga, Ontario  
Monday, July 18<sup>th</sup>, 2011

**REDISHRED CAPITAL CORP. ANNOUNCES NEW APPOINTMENT**

Redishred Capital Corp. (TSX.V – KUT) (“Redishred” or “Company”) is pleased to announce the appointment of Mr. Andrew Parry as its Vice President of Operations. Mr. Parry has been Redishred’s Director of Marketing and Training since joining the Company in 2008.

Mr. Parry has been involved with the Company’s Proshred brand since 2005, and has been instrumental in creating the various sales and marketing tools that have driven the Company’s consistent sales growth over the last 6 years. Mr. Parry has also been involved in marketing and sales roles with Two Men and a Truck Canada, a National moving franchise, and BWyze Inc., a leading boutique IT consulting and staffing firm as well as other fortune 500 companies such as Bell Mobility, Microsoft Canada and PriceWaterhouseCoopers. Mr. Jeffrey Hasham, the Company’s Chief Executive Officer commented that “we at Redishred are excited that Andrew is leading the operations area for the Company. Andrew has an excellent track record of initiating and executing programs that drive sales and bottom line results for franchisees and corporate operations, we are excited at the prospect of Andrew being part of Redishred’s senior management team, and we are looking forward to him contributing new and creative ideas that deliver bottom line results.”

Mr. Timothy Tibbs, will be stepping down as the Company’s Chief Operating Officer effective immediately. The Company would like to thank Mr. Tibbs for his many years of service with the Proshred brand, and we wish him all the best in his future endeavours.

Redishred Capital Corp. is the owner of the **PROSHRED®** trademarks and intellectual property in the United States. **PROSHRED®** shreds and recycles confidential documents and proprietary materials for thousands of customers in all industry sectors. **PROSHRED®** has 19 locations across the United States, three are corporately owned and operated by Redishred Capital Corp, and the remaining 16 locations are owned and operated by franchisees. Redishred also has licensed the **PROSHRED®** and **REDISHRED** platform in the Middle East.

**PROSHRED®** is a pioneer in the mobile document destruction and recycling industry and has the ISO 9001:2008 certification. It is **PROSHRED®**’s vision to be the “system of choice” in the provision of shredding and recycling services on a global basis.

**FOR FURTHER INFORMATION PLEASE CONTACT:**

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