

FOR IMMEDIATE RELEASE

May XX, 2007

Editorial Contact: Richard Hahn
(716) 560-5439 (rich@richardhahn.com)

Mission 500 Launches in Response to Children in Need

Led by George Fletcher and Andrea Ferrando, a group of security industry veterans and volunteers recently launched Mission 500, an important non-profit initiative dedicated to serving the needs of children and communities in crisis.

Mission 500 was originally conceived in the late '90's by Tronex International. Its objective was to reach a goal of sponsoring 500 needy children through World Vision's child sponsorship program. The company, staff, suppliers, and customers worked together towards a common goal of "giving something back" to the community and the markets they served; others just wanted to help make a difference in a child's life.

The commitment to restart the program began with the hope of recreating some of the successful synergy of the past, by actively pursuing partners and like minded people who believe in, and wish to contribute to the Mission 500 and World Vision cause. The primary objective is to rally people in the Security Industry throughout the Americas behind this effort.

One hundred percent of the funds raised are channeled directly to World Vision, a globally renowned humanitarian organization, that provides food, clothing and education to those truly in need; over two and a half million children are sponsored through this program.

"Because of our intimate knowledge of the security industry, we have focused our efforts on this industry with a goal of sponsoring at least 500 Children in World Vision's program," said Fletcher.

Mission 500 is strictly a volunteer driven initiative with no staff and administrative costs. All promotional material is the result of donations from people supporting this worthy cause. In addition to Fletcher and Ferrando, who is heading up the public relations

efforts, there are six other Advisory Council members, including Alan Forman, Les Gold, Richard Hahn, Marc Mineau, Craig Robinson and Ron Spiller.

“It is this type of belief that drives those who support Mission 500; we must change and become catalysts to make the world a better, safer and more secure place by focusing our efforts and contributions toward the biggest asset of our future: our children,” added Fletcher.

A child sponsorship costs \$30.00 per month, or \$1 a day to help feed, clothe, educate and tend to a child’s health needs. Mission 500 offers corporate and individual donors a chance to have their contributions acknowledged through special sponsorship packages as well.

According to Fletcher, the financial results World Vision has achieved are nothing short of outstanding: \$0.87 of every \$1.00 goes directly to the needy - a ratio considered to have one of the very lowest management overheads among charity organizations.

For more information on contributions or sponsorships for Mission 500, visit www.mission500.org or contact George Fletcher at: pr@mission500.org or tel. +1-786-276-7110.

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