



PRESS RELEASE

Toronto, October 3, 2011 – SystemForward America, the Franchisor for **Pop-A-Lock**[®] is pleased to announce that **Pop-A-Lock**[®] is entering the Canadian Market with our first franchise in the City of Mississauga. The projected opening date is February 2012.

Following the market domination in the US over the past 20 years, the move into Canada follows the successful expansion into Australia in the fall of 2010. “We are becoming a global brand with our recent entries into Canada and Australia” said Don Marks, CEO of SystemForward America.

John Inglis will lead the City of Mississauga franchise. John spent 25 years as a financial services executive in retail banking, small business and merchant service sales and product & relationship management. His skill set and experience will be an asset to establishing **Pop-A-Lock**[®] in the local area through ground marketing, strategic partnerships with Law Enforcement, Automotive, Commercial and Residential service providers. “John will be a strong validator for our first franchise, as we endeavour to be Canada’s largest and most trusted locksmiths”, remarked Pete Crouse, Master Franchisee for the system in Canada.

Pop-A-Lock[®] was born in 1991 when local law enforcement agents in Lafayette, Louisiana recognized the need for a car locksmith in their community. Since then, **Pop-A-Lock**[®] has grown to become the largest professional locksmithing franchise in the world. We provide a full range of services 24/7 related to every aspect of locksmithing; residential, commercial and industrial. Additionally, we provide automobile lockout and emergency roadside services.

Pop-A-Lock[®] has several strategic competitive advantages; “Recession Proof”, National and Local Accounts, Exclusive Territories, Scalable Business, National Buying power for discounts on equipment and a fully staffed Marketing Services Team.

For additional Information, please contact:

Pete Crouse
Master Franchisee – Pop-A-Lock Canada
petecrouse@popalock.ca
905-990-0552