

PRESS RELEASE
REDISHRED CAPITAL CORP.
Mississauga, Ontario
July 10, 2013

REDISHRED CAPITAL CORP. ANNOUNCES NEW *PROSHRED*® FRANCHISE IN SEATTLE, WA, MARKING THE 26TH 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*® shredding business. The new *PROSHRED*® franchise office will be located in the Seattle/Tacoma, WA market. The company currently has 24 locations in operation and with the addition of Seattle, WA, *PROSHRED*® continues to develop its footprint across the United States and marks its fourth location on the West Coast. Redishred expects its new franchisee to commence operations in the third quarter of 2013.

Redishred’s President John Prittie commented, “We are very pleased to award our fourth franchise on the West coast, and our second in under one month. The addition of Seattle will help us continue to develop our market presence on the West Coast in addition to our Phoenix, AZ, San Diego, CA, Orange County, CA and San Francisco, CA locations.”

Natalie LaBerge, our newest franchisee, stated that, “*PROSHRED*® is a compelling franchise opportunity for several reasons. First, it offers a recurring revenue stream in an industry that continues to grow and continues to be under-penetrated nationally. Second, *PROSHRED*® provides a needed service that is delivered with a high level of professionalism at a reasonable price. Third, 100% of the shredded paper generated by Proshred is recycled; saving hundreds of thousands of trees annually, providing a service that is good for the environment. Finally, I am impressed by the business acumen of the *PROSHRED*® support team and by my fellow franchisees. It will be a pleasure to work with them to further expand *PROSHRED*®’s market share.”

ABOUT OUR NEWEST FRANCHISEE

Natalie is a hedge fund and private equity veteran with over 25 years of experience. She has raised close to \$1 billion dollars during her career, and has been involved in various industries, from clean energy and natural resource restoration to distressed debt and convertible bond arbitrage investment management. Natalie has exceptional relationship building skills and is actively involved in a number of charities in the Seattle/Puget Sound area.

SERVICES

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 the United States in all industry sectors. *PROSHRED*® is the pioneer of 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*®’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 2012 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.