



News Release

PICA HIRES A CERTIFIED SECURITY AUDITOR AND TECHNOLOGY EXPERT TO HELP BRANDS MEET THREATS AND PROTECT PRODUCTS

**For Immediate Release
June 5, 2009**

Columbus, Ohio -- PICA Corporation, a world leader for brand protection, loss prevention, risk management and security consulting services, welcomes Ken Branch as its new Senior Director of Security Consulting. He will be based in the firm's Riverside, California office.

In response to the need for companies to be more vigilant than ever about protecting brands and the increased demand for a rapid response to security threats, the addition of Branch will enable PICA to better help businesses spot fraud, waste and risk in order to safeguard their products, cargo and reputation.

As a certified auditor in ISO 27000 and 28000 security standards, Branch will also be responsible for leading PICA's security assessments of supply networks and he will help companies meet security compliance standards. Branch is a world-renowned expert in the brand protection and security document industries, trained in Security Standards Compliance in CT-PAT, EU-AEO, ISO and Sarbanes-Oxley, among other disciplines.

"We are very excited to add Ken to our team," says Vaughn Volpi, Vice Chairman of PICA. "His expertise in security standards consulting is in high demand as global supply chain security increasingly becomes a mission critical activity for our clients."

Branch, a security consultant for the past 18 years specializing in logistics crime, fraud prevention and brand protection, is a retired 25-year Army veteran who commanded Special Operations units and taught at West Point. He holds a BA degree from Linfield College, an MS degree from Long Island University and is a graduate of the US Army, Command & General Staff College.

About PICA Corporation

PICA Corporation, established in 1982, is one of the largest companies in the world dedicated to brand protection, loss prevention, risk management and security consulting, servicing predominantly global Fortune 500 clientele and their counsel.

Protecting the world's most valuable brands, the Columbus-based company maintains regional offices in Atlanta, Bogotá, Cincinnati, Cleveland, Dubai, Houston, Ho Chi Minh City, Hong Kong, Lima, London, Los Angeles, Mexico City, Miami, Mumbai, Milan, New York, Panama, Phoenix, São Paulo, Tampa, Tokyo and Washington, DC, and has experienced resident consultants in over 300 other major metropolitan areas of the world.

PICA Corporation offers asset protection, background research, brand management, brand protection, compliance audits, crisis management, diversion consulting, due diligence, environmental litigation, insurance defense and claims handling, integrated security solutions, loss prevention, market intelligence services, port and supply chain protection, risk management, security consulting, training (Corporate and Government) and web and market monitoring. For more, please visit www.pica.net.

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