



For Immediate Release

Fireman's Contractors Retains Halliburton Investor Relations as Investor Relations Counsel

DALLAS, TEXAS, January 10, 2012 – **Fireman's Contractors, Inc. (OTC BB: FRCN)**, a commercial contractor offering services in the pavement maintenance and parking lot maintenance industry, today announced it has retained Halliburton Investor Relations ("HIR"), a Dallas-based, full-service investor relations firm, to develop and implement a strategic investor relations program to raise its visibility and strengthen its relationships with the investment community.

HIR will work directly with Fireman's Contractors and its management team as an integral partner in executing a comprehensive investor relations program that focuses on strategic financial communications initiatives, promoting investor awareness of the Company's operational and financial performance, and communicating its growth strategy. Additionally, HIR will work to develop the company's investor base through targeted outreach programs designed to broaden the Company's exposure within the investment community.

"We are pleased to be working with HIR to build our investor communications program," said Renee Gilmore, Chief Executive Officer of Fireman's Contractors. "The firm has a proven track record of implementing successful IR programs for publicly traded companies, and its expertise in working with micro- and small-capitalization companies will serve us well."

"With the recent launch of Fireman's Contractors franchise development program, this is an opportune time to introduce the company's compelling investment story to a broad range of targeted prospective investors," said Geralyn Maher DeBusk, President of HIR. "We believe Fireman's future growth opportunity makes the firm a prime candidate for our strategic investor outreach and financial communications program."

About Fireman's Contractors, Inc.

Fireman's Contractors, Inc. (OTC BB: FRCN) is a full-service contractor providing professional services for commercial and government clients. Services include [Road Improvements](#), Pavement Maintenance, [Seal Coating](#), Parking Lot Striping, [Pavement Marking](#), [Asphalt](#) Maintenance and Repair, and ADA Compliance. Fireman's Contractors has completed its FDD requirements with the Federal Trade Commission and has developed franchise territories across the U.S. The Company's goal is to develop hundreds of new franchise locations in the next 24 to 48 months. Fireman's Contractors brings a professional value system delivering outstanding results through honorable customer relationships and repeat business. Local firefighters are supported by a portion of profits which are donated to local Firefighter Associations. For more information on the company, visit www.FiremansContractors.com.

About HIR

HIR was formed in 1990 to provide a superior caliber of investor relations representation to publicly traded companies. The firm's team of experienced professionals develops strategic communications programs

designed to produce maximum results. Over the last twenty-two years, numerous clients have benefited from HIR's expertise in investor relations, financial communications, corporate governance and disclosure issues. HIR's strategic programs for clients have resulted in broadened share ownership, enhanced trading volume and, over time, an improved stock price. For more information on the company, visit www.HalliburtonIR.com.

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Act of 1934. These forward-looking statements are based largely on the expectations or forecasts of future events, can be affected by inaccurate assumptions, and are subject to various business risks and known and unknown uncertainties, a number of which are beyond the control of management. Therefore, actual results could differ materially from the forward-looking statements contained in this press release. Additional information respecting the factors that could materially affect the Company and its operations are contained in its annual report on Form 10K and Form 10-Q as filed with the Securities and Exchange Commission. The Company undertakes no obligation to publicly update or revise any forward-looking statement.

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