

MALICIOUS PRODUCT TAMPERING AND EXTORTION SPECIALIST, SHANE RUSSELL, JOINS THE RED24ASSIST TEAM



London, 6 January 2012

Following the growth of red24assist's food and non-food recall services, the company is pleased to announce the appointment of malicious product tampering and extortion specialist, Shane Russell, as the lead consultant in the area of malicious product tampering.

Shane will work closely with Head of Food Safety, Eric Smith. "Shane is a welcome addition to my team, contributing more than 20 years experience in this specialist area. It is a further positive step in adding professional rigour to an already highly qualified team", says Eric Smith.

Shane has extensive experience in providing advice on how to prepare for and respond to accidental and malicious product tampering and extortion incidents in the UK and worldwide. Her expertise includes delivering bespoke training exercises, PR training, threat assessments and crisis response advice. In addition to working with red24assist, she is a Principal Lecturer of law, specialising in product liability and contract law. Shane has presented conference papers, published articles and provided expert witness reports in cases of product contamination, both accidental and malicious.

red24's CEO, Maldwyn Worsley-Tonks, explains: "Dealing with a malicious tampering incident can be extremely complicated. Many different people with potentially conflicting interests are involved and how you handle your crisis management response determines the outcome of the crisis. Hence, it is crucial to have an experienced consultant on board who can advise the company and hopefully prevent a crisis from becoming a disaster."

In addition to providing assistance with malicious product tampering incidents, red24assist offers food safety training, health and safety training, HACCP training and review, review of product recall plans, audits to third party accreditation, verification of suppliers, and on-site visits to deliver product recall training.

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About red24

red24 is a global security and risk management company providing support, assistance and response within crisis management, travel tracking, product recall, kidnap and ransom, maritime security and travel security. red24 was founded in 2000 and is registered on the London AIM Stock Exchange (REDT).

For more information on our services, please contact assist@red24.com or visit our website <http://recall.red24.com>

For any press related enquiries, please contact pressoffice@red24.com