



For Immediate Release
September 7, 2006

Contact:
Byron Johnson
612.201.1815
bleekjohnson@msn.com

Bodyguard to the Stars appears on E! Network Program
Local Security Expert Gives his Insight on Protecting High Profile Clients

Minneapolis, MN—Elijah Shaw, security expert and CEO of St. Paul-based Icon Services Corporation will appear on E! Network's "Confessions of Celebrity Assistants" on Wednesday, September 6th, at 9:00 PM. The show, highlighting the people behind today's superstars, features Shaw and his work with multi-platinum R&B superstar and Broadway leading man, Usher.

In addition to Usher, Icon Services Corporation provides VIP and Executive protection services for such celebrities as Naomi Campbell, Chaka Khan and Michael Bolton. Previous clients have included industry heavyweights such as Prince and 50 Cent.

Shaw, a 13 year veteran, is well regarded in the industry as an individual that provides exceptional professionalism and innovation to reduce the possibility of harm for his clients, while ensuring that they are able enjoy their experience—whether making a public appearance, attending a media function or traveling abroad, ---from start to finish.

"The industry has changed significantly over the past few years," says Elijah. "As the celebrity culture continues to grow, personal security specialists are in demand among clients concerned about stalkers, paparazzi, kidnappers and others who would wish to do them harm. Where it was once simply enough for a bodyguard to be big and bulky, today's clients want a highly trained, smarter bodyguard who can protect the client from trouble AND not stick out like a sore thumb at an executive function."

On any given day, security experts engage in a number of activities ranging from planning a client's arrival and departure schedule, to handling paparazzi, media and aggressive fans. Preparing and securing vehicles, homes, offices, and other venues in advance of the client's arrival is another reality for security specialists always wary of potential dangers. "Focus is the key in this industry", states Shaw. "A lot of what we do is repetition, so it's important to be able to stay sharp. One mental mistake can spell disaster for you and the person you're protecting."

-more-

About Icon Services Corporation

Icon Services Corporation was established in 1998, with offices in St. Paul, Minnesota, Orange County, California and Miami, Florida. Icon offers a full slate of services, including VIP and Executive protection, concert and event security, investigative services and uniformed security.

For more information, please visit www.industry-icon.com or call 651.695.8778

#