



FOR IMMEDIATE RELEASE

**DATROSE RANKED 55<sup>th</sup> OF B.E. 100s BY BLACK ENTERPRISE**

ROCHESTER, N.Y., June 4, 2009 – DATROSE, Inc., a Finance/Administrative Outsourcing and Talent Solutions business headquartered in Webster, N.Y., has been ranked 55<sup>th</sup> of the B.E. 100s, an annual ranking of the 100 largest black-owned businesses in the nation.

In order for an industrial/service business to be eligible for this ranking, it must be at least 51 percent black-owned and it must have been fully operational for the previous calendar year, according to the article in Black Enterprise.

The B.E. 100s, where DATROSE is ranked 55<sup>th</sup>, represents businesses in the nation that have achieved the highest levels of excellence and success. Those on this list are recognized for increasing revenue and market shares innovatively.

Bill Rose, chairman of the board and CEO of DATROSE, is proud to add this honor to the long list of awards and recognition DATROSE has earned over the years. “We have succeeded in business as a result of our flawless delivery of service. Yet, we are also proud to be a minority owned business that has done well for our customers, our employees and our community,” Rose said.

“The heart and soul of our organization is our people. Despite our advances in technology, superior business processes, and world-class quality, people are still the prime factor in our success and our clients’ high level of satisfaction. DATROSE has highly diverse, talented people who are passionate about serving our clients and building relationships,” said Cheryl Keck, President and COO.

**About DATROSE**

DATROSE is a provider of finance/administrative outsourcing and talent solutions to Fortune 1000 customers. DATROSE helps companies reduce their cost structure and improve quality while keeping jobs in the U.S. Founded in 1976, DATROSE is based in Rochester, N.Y., and is a minority- and veteran-owned company. For more information, visit [www.DATROSE.com](http://www.DATROSE.com).

**About Black Enterprise Magazine**

Since 1970, Black Enterprise has provided essential business information and advice to professionals, corporate executives, entrepreneurs and decision-makers. Each month, Black Enterprise provides 3.9 million readers with information on entrepreneurship,

careers and financial management, becoming the ultimate guide to financial empowerment. It is the premiere business, investing and wealth-building resource for African Americans.

A multimedia company, Black Enterprise also produces radio and television programming, business and lifestyle events, Web content and digital media. Black Enterprise is the definitive source of information for and about African American business markets and leaders, and the authority on black business news and trends.

Founder Earl G. Graves, a nationally recognized authority on black business development, is the magazine's publisher. In 1972, he was named one of the ten most outstanding minority businessmen in the country by President Nixon, and received the National Award of Excellence in recognition of his achievements in minority business enterprise.

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