



**FOR IMMEDIATE RELEASE**

**DATROSE Named to Nation's Top Business List for 2009**

ROCHESTER, NEW YORK February 16, 2009 In recognition of the economic power of privately held businesses, DiversityBusiness.com, the nation's leading business-to-business internet site, recently named DATROSE one of the top businesses in the United States.

This is the 9th annual listing of the United States top businesses by DiversityBusiness.com. Ranging in revenue size from \$2.5 million to over \$12 billion, the companies listed on the Top Business Lists represent the Nation's top multicultural earners and challenge the long-held notion that a privately held business is small or insignificant. Winners are sought after by major corporations wishing to increase spending with small businesses.

DATROSE earned the following rankings:

- #10 – Top 100 Diversity Owned Business in New York State
- #20 – Top 500 Veteran Owned Business in the U.S.
- #169 – Top 500 African American Owned Business in the U.S.
- #209 – Top 500 Diversity Owned Business in the U.S.

“Entrepreneurs are a growing force in the U.S. economy, and a force to be reckoned with,” said Kenton Clarke, CEO of Computer Consulting Associates International, the company that built DiversityBusiness.com. This is a whole business segment that can carry its own, that provides jobs, products and services, and generates wealth for their communities. These are the new leaders in American business.”

“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.

**The List**

This List is a classification that represents the top small businesses in the U.S., in sectors such as technology, manufacturing, food service and professional services. Large organizational buyers throughout the country that do business with multicultural, small

and women-owned businesses use the list. The List is produced annually by DiversityBusiness.com, the nation's leading multicultural B2B Internet portal that links large organizational buyers to multicultural product and service suppliers.

The winning companies will be honored at a special awards ceremony at DiversityBusiness.com's "9th Annual Multicultural Business Conference", taking place April 29 – May 1, 2009 at the Disney's Contemporary Resort in Orlando, Florida.

For the complete list of winning companies, please visit: [www.diversitybusiness.com](http://www.diversitybusiness.com)

### **About DATROSE**

DATROSE is a provider of finance and administrative outsourcing and talent acquisition solutions to Fortune 500 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 [DiversityBusiness.com](http://DiversityBusiness.com)**

Launched in 1999, DiversityBusiness, with over 46,000 members, is the largest organization of diversity owned businesses throughout the United States that provide goods and services to Fortune 1000 companies, government agencies, and colleges and universities. DiversityBusiness provides research and data collection services for diversity including the "Top 50 Organizations for Multicultural Business Opportunities", "Top 500 Diversity Owned Companies in America", and others. Its research has been recognized and published by Forbes Magazine, Business Week and thousands of other print and internet publications. The site has gained national recognition and has won numerous awards for its content and design. It is a leading provider of Supplier Diversity management tools and has the most widely distributed Diversity magazine in the United States. DiversityBusiness.com is produced by Computer Consulting Associates International Inc. (CCAii.com) of Southport, CT. Founded in 1980.

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