



For Immediate Release



National Recognition for Datrose

Local Diversity Business Named among Nation's Top 100

ROCHESTER, February 20, 2006 – In recognition of the economic power of multicultural businesses, DiversityBusiness.com, the nation's leading multicultural internet site, recently named DATROSE as one of the top 100 African American-owned businesses in the United States (Div100).

The Div100 is the 6th annual listing of the Nation's top 100 African American-owned businesses. Ranging in revenue size from \$20 million to over \$2 billion, the companies listed on the Div100 represent the Nation's top multicultural earners and challenge the long-held notion that a diversity-owned business is small or insignificant. Div100 members are sought after by major corporations wishing to increase spending with diversity owned companies.

The Impact of Diversity Business

Major corporations wishing to increase market share realize it is no longer just "the right thing" to do business with diversity owned companies. Affected by recent economic and demographic trends and changes, corporations throughout the country have recognized that buying products and services from diversity-owned companies positively impacts their business. Diversity-owned businesses contribute over \$1.4 trillion in sales to the U.S. economy.

"Diversity businesses and consumers 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. "It's no longer only about the Fortune 1000. 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 Div100

The Div100 is a classification that represents the top 100 African American-owned 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 and women-owned businesses use the list. The Div100 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 6th Annual Multicultural Business Conference, taking place March 29 – March 31, 2006 at the MGM Mirage in Las Vegas, Nevada

"It is incredibly gratifying to receive this kind of recognition from the nation's most prestigious multicultural internet site," said William Rose, Datrose Chairman of the Board and CEO. "We are proud to add this recognition to a long list of awards and recognition we have received from our clients, industry and affiliate associations; including Eastman Kodak's Certified Supplier award in 2005 and 2006 for achieving high quality standards set by Kodak, and Lockheed Martin's Star Supplier award in 2005 for exceeding the quality and delivery requirements established by Lockheed. Other awards include Diversity Business Top US Diversity Owned Business of 2005 & 2004, Ranked 55th in 1999 and 59th in 1998 Business News USA Top Minority Companies in America, and National and SBA 8(a) Minority Small Business Graduate of the Year 2000. I am delighted to say that in the April 7, 2006 issue of Fortune Magazine, The International Association of Outsourcing Professionals (IAOP) announced that it has selected Datrose as one of 35 companies in the "Rising Stars" category in The 2006 Global Outsourcing 100"



Bill also said that "At Datrose, all levels of management are involved in actively pursuing the achievement of 100% customer satisfaction through implementation of our proven best practices, dedication to quality and respect for all people. 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."

"The Div100 companies are the heroes of African American-owned business in America," said Kenton Clarke. "While Fortune magazine lists the best companies for minorities to work for, we list the top businesses owned by minorities. These are the people that have conquered the hurdles and made the sacrifices, building and strengthening their communities, providing jobs and helping to keep the fabric of the U.S. economy together."

About Datrose

Datrose is a provider of Human Resources, Document and Finance/Administrative process outsourcing services to Fortune 500 customers. Its offerings include: staffing services including contract labor, direct hire, payrolling, and vendor managed services; electronic image/data capture and indexing; accounts payable processing and mail management services. Datrose has been recognized by its clients for total dedication to process improvement, quality of service delivery and people management. Founded in 1976 by William Rose, Datrose is a minority and US veteran owned SDB. "At Datrose, we consider ourselves as an extension of our client's business."

For more information, please visit www.Datrose.com.

About DiversityBusiness.com

Launched in 1999, with over 30,000 members, DiversityBusiness.com 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. Members use the sites' technology to find and track new business opportunities. It also produces the country's largest conference on diversity education and training for major corporations and small business. Its research on top businesses appears in Fortune, Forbes and numerous magazines and media publications. The site has gained national recognition and has won numerous awards for its content and design. DiversityBusiness.com is produced by Computer Consulting Associates International Inc. (CCAii.com) of Southport, CT. CCA was founded in 1980 by CEO Kenton Clarke.

For Further Information:

DATROSE

Sales@Datrose.com

585-265-1780

800-615-6144