



For Immediate Release

DATROSE ANNOUNCES 30 YEAR ANNIVERSARY CELEBRATION

Winner of multiple prestigious awards launches new website

ROCHESTER, New York, October 30, 2006 – Thirty years ago this December an African American entrepreneur with a vision, Bill Rose, started a company offering data entry services. Today, **DATROSE** is an award winning minority owned multi-cultural company operating in the global business phenomenon known as outsourcing. It is Six Sigma certified and competing with major companies in the outsourcing field. Unlike many outsourcing companies, DATROSE is providing jobs in America, and its client list boasts Fortune 500 companies. This is a story of how faith, hard work, and perseverance transformed a company into the American dream.

2006 has been a year of change and focus for **DATROSE**. With the appointment of new President, Cheryl Keck, **DATROSE** embarked on broadening its offerings and re-launching its website and image. Today the company, which employs more than 800 people nationwide, specializes in three outsourcing areas:

1. **Human Resources Outsourcing** with recruitment and labor activity management services;
2. **Finance Process Outsourcing** with Accounts Payable and financial transaction processing services; and
3. **Document Process Outsourcing** with image capture for enabling process automation and imaging for archival services

By making a significant investment in the **Six Sigma™** program, **DATROSE** extended their on-going commitment to **quality**. In a short period, **DATROSE** has not only provided training to their employees, but now boasts four certified “green belts” on their staff. **DATROSE**’ commitment to quality has consistently been the foundation for its service, and this dedication has earned **DATROSE** quality awards, year after year, from customers, such as, **Kodak (“Certified Supplier”)** and **Lockheed Martin (“Star Supplier”)**. **DATROSE**



CEO, Bill Rose, says, "Our commitment to quality allows us to differentiate in the marketplace, and has been our foundation for the last 30 years and is our pledge to customers of providing superior services. **Customer Delight** is more than a set of words and a slogan for each and every one of us, and has allowed us to keep Fortune 500 companies as our customers since our humble beginning 30 years ago." Concurrent with the launch of the new website, **DATROSE** is also releasing a **thought-leadership** article on **quality** authored by Ms. Cheryl Keck.

DATROSE has been named a "**Rising Star**" by the International Association of Outsourcing Professionals (IAOP™) in collaboration with Fortune Magazine in 2006, and has been recognized for its leadership in the Human Resources **Outsourcing** area. Also in 2006, in recognition of the economic power of multicultural businesses, **DiversityBusiness.com**, the nations' leading multicultural internet site, named **DATROSE** as one of the top 100 **African American-owned businesses** in the United States (Div100).

About DATROSE

DATROSE is a provider of Human Resources, Document and Finance/Administrative process outsourcing services to Fortune 500 customers. Its offerings include: contract staffing, direct placement, payrolling, and vendor managed services; scanning, indexing, storage & retrieval; accounts payable processing and mail management services. DATROSE was recognized as a "Rising Star" by International Association of Outsourcing Professionals and Fortune magazine as well as one of the leaders of Human Resource Outsourcing. Also, in 2006, DATROSE was named one of the top 100 African American owned businesses by Diversitybusiness.com. DATROSE has been recognized by its clients for total dedication to process improvement, quality of service delivery and people management. As a result, it has consistently won recognition from Kodak ("Certified Supplier") and Lockheed Martin ("Star Supplier"). Founded in 1976 by William Rose, DATROSE is a minority and US veteran owned SDB. "At DATROSE, we consider ourselves an extension of our client's business."

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