

For Immediate Release

Diversity Business Recognized in Illinois

Local Diversity Business Named among Illinois's Top 50

Tinley Park, IL--November 20, 2003. In recognition of the economic power of multicultural businesses, DiversityBusiness.com, the nation's leading multicultural B2B online portal, recently named CREATIVE COLORS INTERNATIONAL as one of the top 50 diversity-owned businesses in Illinois.

The Div50 is a listing of the State's top 50 diversity-owned businesses. Ranging in revenue size from 1 million to over 100 million, the companies listed on the Div50 represent the State's top multicultural earners and challenge the long-held notion that a diversity-owned business is small or insignificant.

The Power of Diversity Business

It is no longer just "the right thing" to do business with diversity suppliers. Affected by recent economic and demographic trends and changes, corporations throughout the country are realizing that diversity in suppliers positively impacts their business. Diversity-owned businesses contribute over \$1.4 trillion in sales to the U.S. economy.

"Diversity businesses 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 500, or the Fortune 500. This is a whole business segment that can carry its own, that provides jobs and valuable products and services, and generates wealth for their communities. These are the new leaders of American business."

The Div50

The Div50 is a classification that represents the top 50 diversity-owned (women, Blacks, Hispanics, Asians, Native Indian and other minority groups) 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 Div50 is produced annually by DiversityBusiness.com (formerly Div2000.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 4th Annual Multicultural Business Conference, taking place March 17 – 19, 2004 at the Foxwoods Resort Casino in Mashantucket, Connecticut.

"The Div50 companies are the heroes of diversity-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."

For the complete list of winning companies, please visit:

<http://www.div2000.com/Resources/DivLists/2003/>

About [DiversityBusiness.com](http://www.DiversityBusiness.com)

Launched in 1999, with over 20,000 members DiversityBusiness.com is the largest organization of diversity-owned businesses throughout the United States that provide goods and services to Fortune 500 companies, government agencies and colleges and universities. 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. In 2001, the Small Business Administration (SBA) presented its annual award for the Nation's Top Diversity-owned Business to CCA for its development of DiversityBusiness.com and its commitment to business development for diversity business owners in Connecticut and throughout the United States.

About CCAii

Award-winning consulting firm Computer Consulting Associates International, Inc. (CCAii) provides professional IT services to Fortune 500 and 500 companies as well as start-up enterprises. Founded in 1980 by CEO Kenton Clarke, CCAii is the largest African-American owned computer consulting firm in New England. Throughout its 25 years, CCAii has garnered many awards by entities such as the Small Business Administration, the National Minority Supplier Development Council and Black Enterprise Magazine. The company is headquartered in Southport, Connecticut.

For additional information, please contact: