



Better Business Bureau

FOR IMMEDIATE RELEASE

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**BETTER BUSINESS BUREAU ANNOUNCES FINALISTS FOR
2007 TORCH AWARDS FOR MARKETPLACE ETHICS**

Torch Award Recipients and Honorees to be announced At Awards Ceremony on October 25

Cincinnati, Ohio, August 30, 2007 – An independent panel of judges selected 21 finalists for the Better Business Bureau's 2007 Torch Awards for Marketplace Ethics, giving recognition and honors to those businesses and organizations who fully commit to ethical practices in all aspects of their business dealings. The BBB, founded with a mission to ensure that all share in a fair and equitable marketplace, will announce our 2007 Torch Award Recipients and Honorees on Thursday, October 25th at Cincinnati Music Hall.

The 2007 Torch Awards finalists are:

Business Category

Advanced Technology Consulting

Alternate Solutions Homecare

Best Upon Request

Clark-Theders Insurance Agency

Coit Services

Furniture Fair

ISOCNET

Libertas Technologies

Mahan Advertising

Natorp's, Inc.

Niceley's Appliance Repair, Inc.

Olympic Contracting

ProSource

Spectrum, Inc

Non-Profit Category

Assistance League of Greater Cincinnati

Easter Seals Work Resource Center

FOCAS

- more -

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FreestoreFoodBank
Interfaith Hospitality Network of Greater Cincinnati
Joy Outdoor Education Center
People Working Cooperatively, Inc.

"Too often the news is about the scandals or problems with businesses and nonprofits," BBB President Jocile Ehrlich said. "Our Torch Awards not only recognize good organizations, but lets our community know that good organizations that are committed to doing the right thing are the norm." She added that our community has much to be proud of.

The Torch Award finalists were selected by a distinguished panel of independent judges that included: Kerry Byrne Executive Vice President, Total Quality Logistics; Mike Laatsch VP Public Relations, Western & Southern Financial Group; Sara Peller CEO, American Red Cross, Cincinnati Area Chapter; Bill Rumpke, Jr. COO, Rumpke Consolidated Companies

The judges evaluated the applications based on the eight judging criteria established by the Council of Better Business Bureaus and the International Torch Award Program.

Businesses were nominated by the community, or self-nominated, and were required to be in good standing with the BBB, although they were not required to be members. Non-profit, 501(c)3 organizations that met all the BBB standards for charitable organizations were invited to apply.

Both the recipients and honorees for the 2007 Torch Awards will be recognized at a gala evening at Music Hall on Thursday, October 25th beginning at 6 p.m. Reception and dinner by Jean-Robert de Cavel and his team.

The Cincinnati BBB was founded in 1926 and the Torch Awards are a continuation of the BBB's 81-year tradition and commitment to furthering its mission of promoting ethical conduct in the marketplace.

For more information about the Torch Awards for Marketplace Ethics, or to make reservations for the 2007 Awards Dinner, please contact the Better Business Bureau at 513-639-9113

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