



Media Release

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**BUSINESS ETHICS HISTORY IN THE MAKING:
CBR is Named Back-to-Back Ethics Award Finalist**

(Phoenix, AZ, March 27, 2007) – Creative Business Resources (CBR) continues to raise the bar in the Professional Employer Organization industry in Arizona with ethics. For the second straight year, CBR was honored as a BBB Ethics Award Finalist for 2007. This award is given to companies that maintain the pursuit of business practices being run in an ethical manner. The award is broken into five categories based on the number of employees. CBR is in Category 3, which is for companies with 21-49 employees.

The awards banquet will be held at the Arizona Biltmore Resort and Spa on Thursday, April 5th, 2007. The Wells Fargo Bank-sponsored Awards Banquet will honor the participants in front of over 400 business professionals and community leaders. The keynote speaker, Arizona Attorney General Terry Goddard, and the witty Pat McMahon, will be the hosts for the event.

Matthew Fehling, CEO for the BBB of Central/Northern Arizona. “We are delighted that our efforts will be enhanced by the addition of these professionals who are committed to ethics and integrity in the marketplace.”

“In an Industry as delicate as Employee Administration, the Ethics Award is paramount for us,” states Aaron Witsoe, President at CBR. “More than an award, it’s a statement about the way we and our fellow recipients conduct business.”

Two of CBR’s clients will be joining them at the awards banquet as finalists themselves, Community Tire and Perfect Power. This Phoenix-based Human Resources and Payroll Company has set out to team up with its clients and employees, to make them the best at what they do, regardless of the industry they serve.

For more information on the 2007 or 2008 Business Ethics Award, please call (602) 212-2237 or e-mail publicaffairs@arizonabbb.org.

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Creative Business Resources (CBR) provides HR Outsourcing Services through the PEO concept in several states, but predominantly in the Southwest. CBR is a member of NAPEO, and a local Arizona advocate for small and medium sized businesses. To find out more about CBR, go to the website at www.cbri.com or call at 602-200-8500.