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Contact: Lou Davis, Vice President
Market Street Research
(413) 584-0465, ext. 102
ldavis@marketstreetresearch.com

Market Street Research Gains National Recognition

Local Diversity Business Named and Ranked 32nd among Massachusetts's Top 100 Diversity Owned Business List

January, 2008 – Northampton, MA – In recognition of the economic power of multicultural businesses, DiversityBusiness.com, the nations' leading multicultural internet site, recently named Market Street Research as one of the "Top 100 diversity-owned businesses in the state of Massachusetts (Div100) for 2007".

The Div100 is the 8th annual listing of the Massachusetts's top 100 diversity-owned businesses. The companies listed on the Div100 represent the Massachusetts'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

"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. 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."

Affected by recent economic and demographic trends and changes, Fortune 1000 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.

Carmen Castillo, President of Superior Design International, Inc., Florida commented "These groups of companies represent the organizational spirit that drives our economy and even more. It offers insights into a vastness of cultures and an exchange of ideas that are so valuable in helping me to understand how to reach the needs of today's consumers".

"We're so proud to again be counted among the best of Massachusetts's Women and diversity owned businesses," said Market Street Research's President, Dr. Julie Pokela. "And this time, we've moved up to number 32! We look forward to climbing even higher in the rankings in years to come."

The Div100

The Div100 is a classification that represents the top 100 diversity-owned (Women, African American, Hispanics, Asians, Native Indian and other minority groups) businesses in the state of Massachusetts., 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.

Market Street Research will be honored at a special awards ceremony at DiversityBusiness.com's "8th Annual Multicultural Business Conference", taking place April 23 - 25, 2008 at Disney's BoardWalk Resort in Orlando, Florida.

For the complete list of winning companies, please visit:

www.diversitybusiness.com

About Market Street Research

For over 30 Years, Market Street Research has been providing highly customized quantitative and qualitative marketing research, surveys, focus groups and political polling services to hundreds of clients nationally in the healthcare, financial services, non-profit, technology, education, and manufacturing industries, as well as in many other industries and for organizations in the political arena. Market Street Research's healthcare clients include Massachusetts General Hospital, Dartmouth Hitchcock Medical Center, and Johns Hopkins Medical Center, among many others. MSR provides the complete analysis and interpretation of focus group, political polling and survey data to bring its clients insightful, grounded conclusions that lend themselves to immediate and effective decision-making. MSR is passionate about understanding its client's needs, and is dedicated to performing market research that delivers actionable information that drives effective business and organizational decisions. Learn more about Market Street Research by visiting www.marketstreetresearch.com.

About DiversityBusiness.com

Launched in 1999, with over 35,000 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 site's 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, Business Week 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.