



**For Immediate Release**

## **Local Business Gains National Recognition**

### **Local Woman Owned Business Named among California's Top 100**

Walnut Creek, CA, February 27, 2007 In recognition of the economic power of multicultural businesses, DiversityBusiness.com, the nations' leading multicultural internet site, recently named Private Eyes, Inc. as one of the "Top 100 Woman Owned businesses in the state of California (Div100)".

The Div100 is the 7<sup>th</sup> annual listing of the California's top 100 Woman Owned businesses. Ranging in revenue size from \$2,553,713.00 to over \$718,000,000.00, the companies listed on the Div100 represent the state's top Woman Owned earners and challenge the long-held notion that a Woman Owned business is small or insignificant. Div100 members are sought after by major corporations wishing to increase spending with Woman Owned businesses.

#### **The Impact of Diversity 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. Small and Diversity-owned businesses contribute over \$1.4 trillion in sales to the U.S. economy.

"Woman Owned 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."

Gloria Bohan, CEO of Omega World Travel in Fairfax, Virginia commented

*"This group represents the entrepreneurial 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".*

Sandra James, President of Private Eyes, Inc. in Walnut Creek, California stated

*"It is an honor to be awarded and recognized by Div100 as one of the Top 100 Woman Owned Businesses in California."*

#### **The Div100**

The Div100 is a classification that represents the top 100 Woman Owned businesses in California, in sectors such as technology, manufacturing, food service and professional services. Large organizational buyers throughout the country that do business with 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.

The winning companies will be honored at a special awards ceremony at DiversityBusiness.com's "7<sup>th</sup> Annual Multicultural Business Conference", taking place April 11 - 13, 2007 at the Mirage in Las Vegas, Nevada.

For the complete list of winning companies, please visit:

[www.diversitybusiness.com](http://www.diversitybusiness.com)

## **About Private Eyes, Inc.**

Private Eyes, Inc., a privately owned corporation, has been in the business of providing pre-employment screening services since 1999. Private Eyes' mission is to make a safe work place possible by providing quality reports in a timely manner with a human touch. Private Eyes staff has over 30 years of combined experience in this industry and understands the importance of handling confidential and time-sensitive information.

Private Eyes is a WBENC-Certified Woman-Owned Business. As a certified woman-owned enterprise, Private Eyes is committed to developing and promoting mutually beneficial business relationships with a diverse base of companies and vendors.

## **About [DiversityBusiness.com](http://DiversityBusiness.com)**

Launched in 1999, with over 32,000 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 sites 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.

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