



For Immediate Release

Local Business Gains National Recognition

Little Sprouts Named Among Massachusetts's Top 50

Methuen, MA, December 15, 2006 - In recognition of the economic power of multicultural businesses, DiversityBusiness.com, the nations' leading multicultural internet site, recently named Little Sprouts as one of the "Top 50 diversity-owned businesses in the state of Massachusetts (Div50)".

The Div50 is the 7th annual listing of the Massachusetts' top 50 diversity-owned businesses representing the state's top multicultural earners. These companies challenge the long-held notion that a diversity-owned business is small or insignificant. Div50 members are sought after by major corporations wishing to increase spending with diversity owned companies.

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. Diversity-owned businesses contribute over \$1.4 trillion in sales to the U.S. economy.

"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."

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."

"We are honored to be acknowledged as leaders in diversity not only with the children and families but within our organization," reflected Little Sprouts founder Susan Leger-Ferraro. *"Our vision of making a difference one relationship at a time is actualized with this prestigious award."*

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 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 Div50 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 "7th 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

About Little Sprouts Child Enrichment Centers

Little Sprouts Child Enrichment Centers have been leaders in High Quality Childhood Education since 1982, focusing on involving families in each child's development and education. From the beginning, Little Sprouts has been committed to creating a holistic experience for children, combining a stimulating atmosphere and cutting-edge curriculum with an outstanding range of services. Little Sprouts has received national recognition from the U.S. Department of Education for the quality of their programs, having been named a Preschool Center of Educational Excellence and awarded the prestigious Early Reading First Grant two times, once in September 2003 for \$1.5M and again in September 2006 for \$3.49M. Little Sprouts centers include six sites in Andover, Methuen, Lowell, Lawrence, Haverhill and Westford. Founder Susan Leger-Ferraro has been recognized as Intriguing Individual of the North Shore by *North Shore Living* in 2005 and received the YWCA's Tribute to Women in 2004. For more information visit www.littlesprouts.com

About 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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