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Creative Business Resources Named “Best Place to Work in the Valley”
*Company Achieves Corporate Mission to be Recognized as One of the Valley’s
Exceptional Workplaces*

(Phoenix, Ariz., December 14, 2007) --- Creative Business Resources (CBR), a human resources outsourcing company that serves small- to medium-sized businesses, announces they have won their first “Best Places to Work in the Valley” award from BestCompaniesAZ and the *Business Journal Phoenix*. The award is given to companies in the Phoenix metro area that go above and beyond in providing an ethical and enjoyable work environment.

The “Best Place to Work” award underscores CBR’s collective efforts to achieve their strategic corporate mission of being recognized as one of the Valley’s best places to work. They have strived for the past year to instill a company culture that fosters positive employee relations, resulting in high client and employee retention and increased employee productivity.

“Providing our employees with a fantastic place to come everyday has been a major tenant of CBRs’ value system,” said Aaron Witsoe, President of CBR. “We pride ourselves in having an extremely low turnover and a highly productive staff because of how much we value our people.”

CBR’s stated corporate objective is to promote integrity and respect for employees by providing them with an enjoyable work environment. Some of the practices CBR has engaged in to create this environment include: sponsoring employee outings, bonuses, paid time off to volunteer, awards for innovative ideas and opening up a West Valley office to accommodate a large portion of the staff who live in that part of town.

“CBR is one of the best places to work, simply, because they care,” said Don Smallman, IT manager of CBR. “They care about their employees and they care about the community. CBR recently opened a second office so some employees would have a shorter commute. CBR also lets employees participate in a volunteer program with Project Cure, on company time, in order to give back to the community.”

Another theme of CBR’s corporate mission is to “practice what you preach”. They strive to be an example to their clients, vendors and partners. As a leading Professional Employee Organization (PEO) in Arizona and the southwest, CBR helps their clients employ human resources practices that will help them strengthen their business. Leading by example has

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allowed CBR to influence not only the day-to-day HR functions of its clients, but has allowed them the opportunity to affect each client's company culture. They encourage their clients to endeavor to be a "Best Place to Work" in the valley.

CBR was recently named one of "Arizona's Companies to Watch" by *Arizona Business Magazine* and has been a finalist two years in a row for the Better Business Bureau's Ethics Awards.

About CBR:

CBR is a leading PEO company that provides human resource outsourcing to small and medium sized businesses in Arizona and the greater Southwest. The company was founded by Michael Tope in 1998 and has since grown to be one of the leading PEOs in Arizona. CBR is an active member of the National Association of Professional Employer Organizations and the Society of Human Resource Management. For more information, visit www.cbri.com or call 602.200.8500.

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