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

(Phoenix, Ariz., 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](mailto:publicaffairs@arizonabbb.org).

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**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](http://www.cbri.com) or call 602.200.8500.

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