



Sew What? Inc. It's not a question. It's the answer.™

Sew What? Inc. Gains National Recognition

Local Women Business Named and Ranked 73 among California's Top 100 Women Owned Business List

TOP 2007
BUSINESS



DiversityBusiness.com

RANCHO DOMINGUEZ, CA, 1/31/08 - In recognition of the economic power of multicultural businesses, DiversityBusiness.com, the nation's leading multicultural internet site, recently named Sew What? Inc. as one of the "Top Woman Owned Businesses in the State of California (Div100)".

The Div100 is the 8th annual listing of the California's top 100 women-owned businesses. The companies listed on the Div100 represent the California's top multicultural earners and challenge the long-held notion that a women-owned business is small or insignificant. Div100 members are sought after by major corporations wishing to increase spending with women owned companies.

The Impact of Women Owned Business

"Women 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 women 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".

Sew What? Inc. 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.

"I am deeply honored to receive this award", said Megan Duckett, President of Sew What? Inc. "Ethnic diversity has always been a cornerstone here at Sew What? Inc".

The Div100

The Div100 is a classification that represents the top 100 women-owned businesses in the state of California, 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 Div500 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.

About Sew What? Inc.

Sew What? Inc. is a nationally respected Theatrical Drapery Manufacturer and Custom Sewing Service working with the entertainment industry, special events, and trade show exhibit circuits. They also manufacture stage curtains for elementary, middle and high schools, community colleges and professional theaters. Their drapery and fabric projects have been showcased at major rock concert venues, theatrical productions, fashion shows, conference halls, and even at gubernatorial inaugurations.

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 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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