



For Immediate Release

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2008 BBB Ethics Awards Winners Announced

[Tucson, AZ –May 2, 2008] Four southern Arizona businesses were recognized for their commitment to trust in the marketplace at the sixth annual Better Business Bureau Ethics Awards May 1, 2008 at the U of A Eller College of Management.

Fifteen area companies were nominated for this year's award. Ten of those companies submitted an entry. Of those, the 2008 winners are:

- Buffalo Exchange, Ltd., Tucson (www.buffaloexchange.com)
- Delivery Doctors Movers, LLC, Tucson (no Web)
- Oro Dental Medicine, P.C., Oro Valley (www.oro-dental.com)
- Repp Design + Construction, Tucson (www.repp-inc.com)

2008 finalists are Silverado Technologies, Inc. and Dan's Toy Shop both of Tucson. Other nominees included Curtis Plumbing, Inc., A Handyman's Haven, New Beginnings Treatment Center, Inc., and Texas Roadhouse, Tucson.

“These companies don't just submit a glitzy entry and hope for an award,” says Tom Collier, CEO of the Better Business Bureau. “Each of them must demonstrate - through an exhaustive submission - how they use ethics in everyday interfaces, whether it's with customers, employees, vendors or the community as a whole.”

Each submission must address in detail seven specific criteria:

- High ethical standards of behavior toward customers, suppliers, users, shareholders, employees, and communities in which they do business.
- Demonstrated ethical practices surrounding buyer/seller relationships.
- A long-standing history/reputation of ethical practices in the marketplace.
- Marketing, advertising, communications and sales practices that reflect a true representation of what is being offered in the marketplace.
- Acknowledgement of ethical marketplace practices by industry peers and in communities where they do business.
- Ethics policies that are designed to give long-term value to shareholders, customers, and others.
- Training programs that assist employees in carrying out established ethics policies.

Winners were selected by a panel of three judges representing the academic community. In total, 30 area companies have received the BBB Ethics Awards since it was first offered in southern Arizona in 2002.