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Media Release

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WISCONSIN BETTER BUSINESS BUREAU

BBB Names 2007 Torch Awards Winners

Milwaukee, Wis. – The Better Business Bureau of Wisconsin is pleased to announce the winners of its prestigious 2007 Torch Awards for Business Ethics and Integrity.

The five winners were selected by an independent panel of nine business ethics experts and announced at a ceremony in Milwaukee on Thursday, November 15th. The winners were chosen based on submissions that demonstrated excellence in ethical practices, service excellence, reputation, honest advertising, peer recognition, management practices and employee training in ethical behavior. The winners are:

Charity – The Zoological Society of Milwaukee, Dr. Robert Davis, president.

Category I (1 to 10 employees) – Barb’s Interior Design, Cedarburg. Barb Brinkmann, owner.

Category II (11 to 99 employees) – Gardan, Hortonville. Gary Vandenburg, co-owner.

Category III (100 to 999 employees) – J.P. Cullen & Sons, Janesville and Brookfield. Mark Cullen, president.

Category IV (1,000 or more employees) – Festival Foods, headquartered in Onalaska, with locations in Onalaska, Holmen, Marshfield, De Pere, Oshkosh, Eau Claire, La Crosse and Green Bay. Dave Skogen, chairman of the board.

In addition to the above winners, the following awards were given:

Charity – St. Ann Center for Intergenerational Care, Milwaukee (runner up).

Category I – Greenhouse Café, Whitewater (runner up); Appleton Group Wealth Management, Appleton (honorable mention).

Category II – Paul Davis Restoration & Remodeling of Fox Valley, Appleton (runner up); Fi-Med Management, Wauwatosa (honorable mention).

Category III – PyraMax Bank, Greenfield (runner up). Carmax Auto Superstores of Wisconsin (Kenosha, Milwaukee and Waukesha) and R.A. Smith & Associates, Brookfield (honorable mention – tie).

“These companies are fine examples of how ethical companies in Wisconsin should behave”, said Randall Hoth, president/CEO of the Wisconsin BBB. “Their business practices make Wisconsin a better place to do business, and I applaud their commitment to ethics.”

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