

FOR IMMEDIATE RELEASE

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**MARKET STREET RESEARCH RECOGNIZED BY DIVERSITYBUSINESS.COM AS
AMONG MASSACHUSETTS' TOP 50 DIVERSITY-OWNED COMPANIES**

National Market Research Firm Based in Western Massachusetts Named as a Top Multicultural Earner

Northampton, Massachusetts - January 27, 2005 - In recognition of the economic power of multicultural businesses, DiversityBusiness.com, the nations' leading multicultural B2B online portal, named Market Street Research, Inc. as one of the top 50 diversity-owned businesses in Massachusetts.

The Div50 is the 5th annual listing of the State's top 50 diversity-owned businesses. Ranging in revenue size from \$1.31 million to over \$300 million, the companies listed on the Div50 represent a challenge to the long-held notion that a diversity-owned business is small or insignificant.

The Power of Diversity Business

It is no longer just "the right thing" to do business with diversity suppliers. Affected by recent economic and demographic trends and changes, corporations throughout the country are realizing that diversity in suppliers positively impacts their business. Diversity-owned businesses contribute over \$1.4 trillion in sales to the U.S. economy.

"We here at Market Street Research are honored to be selected as a Top Owned Business by DiversityBusiness.com," said Dr. Julie Pokela, MSR's President and founder. "As one of only a few companies to be recognized in western Massachusetts, we are pleased to accept such a distinguished award and pride ourselves on our status as a member of the Div50," said Pokela.

"Diversity businesses 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. "It's no longer only about the Fortune 500, or the Fortune 1000. This is a whole business segment that can carry its own, that provides jobs and valuable products and services, and generates wealth for their communities. These are the new leaders of American business."

The Div50

The Div50 is a classification that represents the top 50 diversity-owned (women, Blacks, Hispanics, Asians, Native Indian and other minority groups) businesses in the U.S., 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 Div50 is produced annually by DiversityBusiness.com (formerly Div2000.com), the nation's leading multicultural B2B Internet portal that links large organizational buyers to multicultural product and service suppliers.

The winning companies will be honored at a special awards ceremony at DiversityBusiness.com's 5th Annual Multicultural Business Conference, taking place March 30,31 & April 1, 2005 at the Foxwoods Resort Casino in Mashantucket, Connecticut.

"The Div50 companies are the heroes of diversity-owned business in America," said Kenton Clarke. "While Fortune magazine lists the best companies for minorities to work for, we list the top businesses owned by minorities. These are the people that have conquered the hurdles and made the sacrifices, building and

strengthening their communities, providing jobs and helping to keep the fabric of the U.S. economy together.”

For the complete list of winning companies, please visit:

www.diversitybusiness.com

About Market Street Research, Inc.

For over 26 years, Market Street Research has been providing highly customized quantitative and qualitative marketing research, surveys, focus groups and political polling services to hundreds of clients nationally in the healthcare, financial services, non-profit, technology, education, and manufacturing industries, as well as in many other industries and for organizations in the political arena. Market Street Research’s clients include Massachusetts General Hospital, Sara Lee Foods, Citizens Bank, The Weather Channel, and Avid Technologies, among many others. MSR provides complete analysis and interpretation of focus group, political polling and survey data to bring its clients insightful, grounded conclusions that lend themselves to immediate and effective decision-making. MSR is passionate about understanding its client’s needs, and is dedicated to performing market research that delivers actionable information that drives effective business and organizational decisions. You can learn more about Market Street Research, Inc. by visiting www.marketstreetresearch.com.

About DiversityBusiness.com

Launched in 1999, with over 25,000 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. 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.