



FOR IMMEDIATE RELEASE

Contact:
Judith Maloy
Polaris Direct, LLC
603-626-5800
jmaloy2@polarisdirect.net

**Polaris Direct Named Among Nation's Top 500
Women-Owned Businesses**

New Hampshire, (January 20, 2005) The nation's leading multicultural B2B online portal, DiversityBusiness.com, recently named New Hampshire-based Polaris Direct as one of the top 500 Women-Owned businesses in the United States.

The Div500 is the 5th annual listing of the Nation's top 500 Women-Owned businesses. Ranging in revenue size from \$2 million to over \$1 billion, the companies listed on the Div500 represent the Nation's top multicultural earners and challenge the long-held notion that a diversity-owned business is small or insignificant. Diversity-owned businesses contribute over 1.4 trillion in sales to the U.S. economy.

Founded in 2002 Polaris Direct is a high-volume direct mail lettershop serving the Fortune 500. "It's an honor to be recognized for our rapid growth among diversity suppliers," said company Director Judith Maloy. "We launched Polaris to fill a growing market demand from corporations throughout the country who recognize the positive impact diversity suppliers have on their organizations. Over the past two years we have successfully provided direct mail solutions for some of the nation's largest companies."

The Power of Diversity Business

It is no longer just "the right thing" to do business with diversity suppliers. "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. "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 Div500 is a classification that represents the top 500 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 Div500 companies are the heroes of Women-Owned business in America," said Kenton Clarke, CEO of diversitybusiness.com. "These are the people that have conquered the hurdles and made the

continued...



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

Polaris Direct will be honored at DiversityBusiness.com’s 5th Annual Multicultural Business Conference, taking place in March at the Foxwoods Resort Casino in Mashantucket, Connecticut.

About Polaris Direct

Polaris Direct is a full-service print management and lettershop company located in Southern New Hampshire and specializing in high-volume direct mailings for Fortune 500 companies and marketing agencies. As a full service supplier, Polaris Direct is equipped to meet most direct mail needs, including pre-production planning, consultation in mail piece design, data processing, laser and ink jet imaging, lettershop / bindery production, and print management. Polaris Direct is also a certified member of the Women’s Business Enterprise National Council (WBENC).

We’ve chosen the night sky’s most trusted navigation tool as our name – Polaris. Like the star, we intend to be a guiding light for marketers in search of real solutions for their direct marketing campaigns. Contact us for more information at www.polarisdirect.net

Headquartered in Hooksett, NH, Polaris Direct opened its doors in August 2003 with sales offices in New York City.

For more information, please contact:

Judith Maloy
Polaris Direct, LLC
603-626-5800
jmaloy2@polarisdirect.net
polarisdirect.net

###