

# Blu PHARMACEUTICALS

**TOP 2007  
BUSINESS**



**For Immediate Release**

## **Blu Pharmaceuticals Gains National Recognition**

Local Diversity Business Named and Ranked 10th among Kentucky's Top 100 Diversity Owned Business List

FRANKLIN, KENTUCKY, JANUARY 22, 2008 In recognition of the economic power of multicultural businesses, DiversityBusiness.com, the nations' leading multicultural internet site, recently named Blu Pharmaceuticals as one of the Top Diversity Owned Businesses in the state of Kentucky (Div100)".

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

### **The Impact of Diversity Business**

"Diversity 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 diversity owned companies positively impacts their business. Diversity-owned businesses contribute over \$1.4 trillion in sales to the U.S. economy.

Bill Luster President of Blu Pharmaceuticals, commented

*"Blu Pharmaceuticals is pleased to be recognized by Div100 as a top diversity-owned business in the state of Kentucky." He added, "Corporations are reaching out to diversity-owned businesses through programs that enable companies, like ours, to compete on a national and international scale. These partnerships help to ensure a successful future for both companies."*

### **The Div100**

The Div100 is a classification that represents the top 100 diversity-owned (Women, African American, Hispanics, Asians, Native Indian and other minority groups) businesses in the state of Kentucky, 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, which is produced annually by DiversityBusiness.com, the nation's leading multicultural B2B Internet portal.

Blu Pharmaceuticals will be honored at a special awards ceremony at DiversityBusiness.com's "8<sup>th</sup> Annual Multicultural Business Conference", taking place April 23 - 25, 2008 at Disney's BoardWalk Resort in Orlando, Florida.

Blu Pharmaceuticals was also ranked 14<sup>th</sup> among Top 100 Small Businesses in Kentucky by DiversityBusiness.com

**About Blu Pharmaceuticals**

Blu Pharmaceuticals is a small, minority-owned, generic pharmaceutical company. Blu supplies product to major wholesalers, group purchasing organizations, mail order pharmacies and government agencies including the Veteran's Administration, Bureau of Prisons, Indian Health Services and Department of Defense. The company's mission is to provide high quality products at competitive prices.

**About [DiversityBusiness.com](http://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 businesses. Its research on top companies 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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