

Subject: DiversityInc Announces The 2009 DiversityInc Top 50 Companies for Diversity®

DiversityInc Announces The 2009 DiversityInc Top 50 Companies for Diversity®

March 20, 2009 - DiversityInc has announced The 2009 DiversityInc Top 50 Companies for Diversity® list. Johnson & Johnson was the No. 1 company this year for the first time. Others in the top five were AT&T, Ernst & Young, Marriott International and PricewaterhouseCoopers.

In one of the only business upticks this year, 401 companies participated in the DiversityInc Top 50 competition, up 14% compared with 2008. Aside from improving on recruiting and work-force diversity results that were already 28% better than the national average, companies that rose in rank also had dramatic increases in mentoring and employee-resource groups as well as double-digit increases in multicultural marketing and community philanthropy.

"Competitive companies have switched from trying to move the status quo to establishing a new one," said Luke Visconti, CEO of DiversityInc. "The past presidential election proves the power of the emerging majority; smart companies see increasing diversity efforts in an economic downturn as a way of beating less-adept competition that will pull back."

The annual DiversityInc Top 50 Companies for Diversity listing, now in its ninth year, is an editorial process, entirely driven by metrics obtained in a detailed survey. Companies ranked in the listing demonstrate consistent strength in four areas: CEO Commitment, Human Capital, Corporate and Organizational Communications, and Supplier Diversity.

2009 DiversityInc Top 50 Rank

- 1 Johnson & Johnson
- 2 AT&T
- 3 Ernst & Young
- 4 Marriott International
- 5 PricewaterhouseCoopers
- 6 Sodexo
- 7 Kaiser Permanente
- 8 Merck & Co.
- 9 The Coca-Cola Co.
- 10 IBM Corp.
- 11 Procter & Gamble
- 12 Verizon Communications
- 13 American Express Co.
- 14 Bank of America
- 15 JPMorgan Chase
- 16 Abbott

- 17 Cox Communications
- 18 Pepsi Bottling Group
- 19 MGM MIRAGE
- 20 Novartis Pharmaceuticals Corp.
- 21 KPMG
- 22 Health Care Service Corp.
- 23 Accenture
- 24 PepsiCo
- 25 Capital One Financial Corp.
- 26 Henry Ford Health System
- 27 Colgate-Palmolive
- 28 Ford Motor Co.
- 29 The Walt Disney Co.
- 30 Comerica Bank
- 31 Wells Fargo & Co.
- 32 Blue Cross and Blue Shield of Florida
- 33 Deloitte
- 34 HSBC - North America
- 35 Xerox Corp.
- 36 Monsanto Co.
- 37 AARP
- 38 Time Warner Cable
- 39 Starwood Hotels & Resorts Worldwide
- 40 Toyota Motor North America
- 41 MasterCard Worldwide
- 42 Cummins
- 43 MetLife
- 44 WellPoint
- 45 Prudential Financial
- 46 SC Johnson
- 47 General Mills
- 48 Aetna
- 49 CSX Corp.
- 50 KeyBank

Details on the DiversityInc Top 50, including in-depth profiles of the winning companies, interviews with their CEOs and their best practices, can be found on www.DiversityInc.com and will be featured in the June issue of DiversityInc magazine.

Methodology

The DiversityInc Top 50 Companies for Diversity list is a purely editorial process with no connection to business conducted with DiversityInc. It is determined entirely by a statistical analysis of responses to our 200-question survey. There is no fee to enter. DiversityInc Top 50 companies demonstrate consistent strength in four areas: CEO Commitment, Human Capital, Corporate and Organizational Communications, and Supplier Diversity.

Companies on the 2009 DiversityInc Top 50 list are from 19 industries, from consumer-facing companies to B-to-B's to industrial businesses. They range from small regional companies to global giants.

For more detailed information on our methodology, please visit www.DiversityInc.com/top50.

DiversityInc also compiles 11 specialty lists, which will be unveiled on www.DiversityInc.com on these dates: The DiversityInc Top 10 Companies for Recruitment & Retention (March 23), The DiversityInc Top 10 Companies for Supplier Diversity (March 30), The DiversityInc Top 10 Companies for African Americans (April 6), The DiversityInc Top 10 Companies for Latinos (April 13), The DiversityInc Top 10 Companies for Asian Americans (April 20), The DiversityInc Top 10 Companies for LGBT Employees (April 27), The DiversityInc Top 10 Companies for People With Disabilities (May 4), The DiversityInc Top 10 Companies for Executive Women (May 11), The DiversityInc Top 10 Global Diversity Companies (May 18), The DiversityInc Top Regional Utilities (May 26) and DiversityInc's 25 Noteworthy Companies (June 1).

About DiversityInc

Launched in 1997, DiversityInc is the leading business publication connecting diversity and the bottom line, with 1 million unique monthly visitors. DiversityInc.com includes the largest diversity job board in the nation. DiversityInc also produces events and conducts benchmarking, custom research and consulting.

Key findings from The 2009 DiversityInc Top 50 Companies for Diversity:

- In the United States, the DiversityInc Top 50 hire 41% Blacks, Latinos, Asians and American Indians, compared with the U.S. work force, which is 32% Black, Latino, Asian and American Indian (BLS)
- 25% of DiversityInc Top 50 companies' managers are Black, Latino, Asian and American Indian, compared with 17% nationwide (BLS)
- DiversityInc Top 50 boards of directors are 23% Black, Latino, Asian and American Indian, compared with 13% nationally
- DiversityInc Top 50 boards of directors are 24% female, compared with 15% nationally
- One-third more DiversityInc Top 50 chief diversity officers now report to their CEOs than four years ago (28% vs. 18%)
- 88% of DiversityInc Top 50 CEOs personally sign off on executive compensation tied directly to diversity initiatives, compared with 72% in 2005
- All of the DiversityInc Top 50 companies now have employee-resource groups for their LGBT employees, 70% have groups for employees with disabilities, and 40% have generational resource groups. DiversityInc benchmarking customers seek data on employee-resource groups more than any other subject
- In 2005, less than 1% of DiversityInc Top 50 philanthropy went to multicultural groups; today, almost 25% does

- There has been a 50% increase in companies including supplier diversity in their RFPs (requests for proposals) since 2004 (60% vs. 90%)

Contact:

Carolynn Johnson

DiversityInc

cjohnson@DiversityInc.com

973-494-0539