



Arizona's "Most Admired Companies" Program Launch

BestCompaniesAZ Joins Forces with Arizona Business Magazine to Expand Statewide

Program Participants and Sponsors Invited

PHOENIX, Ariz. – January 13, 2010 —BestCompaniesAZ and Arizona Business Magazine have teamed up to create, honor and publish a list of **Arizona's Most Admired Companies**. Winners will be announced in September at an awards reception, and an editorial report published in the September issue of Arizona Business Magazine and online at www.BestCompaniesAZ.com.

"This expansion and launch of a new state program supports BestCompaniesAZ's core business vision of identifying, building and promoting Arizona's best companies statewide", says Denise Gredler, Founder and President of BestCompaniesAZ. With a proven track record as founding partner of the Metro Phoenix Best Places to Work program published by the Phoenix Business Journal (now in its eighth year), and requests from the business community to expand outside the Metro Phoenix area, BestCompaniesAZ will partner with AZ Big Media and Arizona Business Magazine, which publishes the state's leading monthly business publication for high-level corporate executives and business owners.

The objective of this program will be to identify **Arizona's Most Admired Companies** based on employee, customer and community opinions. The application will require companies to respond on how their company has performed in the following four areas: **Workplace Culture** (as voted by employees), **Quality Leadership, Social Responsibility** (community and the environment), and **Customer Opinion** (as assessed by customers). This program will be the most prestigious award a company can receive in the state, for it will recognize the contributions and impact these **Most Admired Companies** bring to Arizona. All participants will receive many benefits from taking part in the process such as best practice ideas, benchmark data, and increased market and brand awareness statewide.

This program will focus on highlighting companies with more than 100 employees, but will also accept nominations from smaller businesses. In addition, all current award winning companies from "eligible" local, state and national programs (see www.BestCompaniesAZ.com for list), will automatically receive an invitation to participate. Over the next five months, the BestCompaniesAZ team will host monthly workshops across the state, educating all employers on what it takes to achieve "most admired" status. Complete program details, application and workshop schedule can be found online at www.bestcompaniesaz.com.

BestCompaniesAZ looks forward to partnering with Arizona Business Magazine. "By joining forces with a state media partner and working together, we can provide more companies outside the Metro Phoenix area an opportunity to benefit from such a program, and further increase our state's exposure as a great place to work and live", says Gredler.

Local major sponsors of the program include CHW of Arizona (Presenting Sponsor), and GoDaddy.com, Mayo Clinic, and McMurry (Event Sponsors).

To nominate your company, to become a sponsor, or for more information, visit our Web site at www.bestcompaniesaz.com or contact: Denise Gredler at 480-545-5151.