

J. Addams & Partners Certified as Women's Business Enterprise *Supports Client Diversity Initiatives*

Atlanta, Ga. (February 15, 2005) — *Public relations firm J. Addams & Partners has been certified as a Women's Business Enterprise (WBE)* by the Women's Business Enterprise National Council (WBENC), an organization dedicated to fostering diversity in commerce through programs and policies designed to expand opportunities and eliminate barriers in the marketplace for women business owners. Certification qualifies J. Addams & Partners to contribute to clients' diversity initiatives.

The certification process involves a rigorous examination of a firm's ownership, bylaws, finances and business operations; an on-site visit and audit; and review of references.

In partnership with women's business organizations throughout the United States, WBENC provides access to a national standard of certification and information on certified women's businesses to purchasing managers through an Internet database.

J. Addams & Partners was founded in 1987 as Tarkenton & Addams, Inc., a partnership between NFL Hall of Fame member Fran Tarkenton and PR executive Jeannine Addams. Addams took over sole ownership in 1991. The full service agency specializes in corporate and business-to-business communications, with a high-touch, hands-on approach to client service.

"Our approach to business is to maintain extremely close working relationships with clients, almost becoming part of their organizations. Recently, our global clients have begun to examine their supply chains, expressing the need for women and minority

suppliers to be certified to participate in diversity programs," said Kristin Wohlleben, managing director of J. Addams & Partners' client services group. "Our certification through WBENC helps these clients stay in compliance with *their* customers' diversity initiatives, and opens a new network of women and minority suppliers to our firm."

Through WBENC, J. Addams & Partners is exploring new opportunities to expand its supply chain with other WBEs. The goal is to establish the firm as a tier two supplier to its clients, who will reap added supply chain benefits.

WBENC is comprised of a diverse coalition of members. Corporate members, who provide insight into the needs of corporate America, hold two-thirds of the seats on the board of directors. The Leadership Council represents the women's business organizations that have pledged to use the WBENC standards and submit to annual reviews of their procedures and results, and the Women's Enterprise Leadership Forum represents the certified WBEs from around the country.

Certified members of WBENC must agree to annual recertification to update their profiles and maintain their status as WBEs.



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