



For Immediate Release

CUSO Financial Services, LP Named to California's Top 100 and United States' Top 500 Business Lists for 2009 by DiversityBusiness.com

SAN DIEGO – Mar. 11, 2009 – In recognition of the economic power of privately held businesses, DiversityBusiness.com, one of the nation's leading business-to-business Internet sites, recently named [CUSO Financial Services \(CFS\), LP](#) as one of the top businesses in the United States.

This is the 9th annual listing of both the California and United States top businesses by [DiversityBusiness.com](#). Ranging in revenue size from \$2 million to over \$2 billion, the companies listed on the Top Business Lists represent the nation's top multicultural earners and challenge the long-held notion that a privately held business is small or insignificant. Winners are sought after by major corporations wishing to increase spending with small businesses.

"Entrepreneurs 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."

"CFS company culture is at the forefront of keeping its entrepreneurial spirit alive. With a very diverse workforce, CFS recognizes all employees as being a crucial part of the team and possessing different strengths that collectively achieve the company's mission," said Amy Beattie, chief operations officer of CFS. "Through a constant effort of building strong employee relationships and providing solid customer support, CFS has grown to be a significant company in the broker/dealer space. We appreciate the recognition we're receiving from DiversityBusiness.com."

The List

This List is a classification that represents the top small 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, small and women-owned businesses use the list. The List is produced annually by DiversityBusiness.com, the nation's leading multicultural B2B Internet portal that links large organizational buyers to multicultural product and service suppliers.

The winning companies will be honored at a special awards ceremony at DiversityBusiness.com's "9th Annual Multicultural Business Conference," taking place April 29 – May 1, 2009 at the Disney Contemporary Resort in Orlando, Florida.

To survive in the challenging marketplace of financial services, CFS remains flexible by embracing change as an opportunity for success and stays innovative by looking for fresh ideas and solutions. "At CFS we value efficiency and working smarter to persistently take the company to the next level of success. We are proud to be among the top businesses in the nation and recognize that it is because of great partnership with our clients and due to each employee's talents, hard work and dedication that we are able to be where we are today," said Valorie Seyfert, CEO of CUSO Financial Services.

For the complete list of winning companies, please visit: www.diversitybusiness.com

About CUSO Financial Services, LP

Established in 1997, CUSO Financial Services, LP (Member FINRA/SIPC) is headquartered in San Diego and has more than 120 credit union users, including 25 of the top 100 credit unions in the country. With branch offices located nationwide, and more than 350 licensed representatives, CFS is a full-service broker dealer and Registered Investment Advisor offering customized investment and insurance solutions to credit unions. For more information, call 858-530-4400 or visit www.cusonet.com. Similar services are provided to community banks through a sister broker dealer, Sorrento Pacific Financial LLC (Member FINRA/SIPC); visit www.mybd.com for more information.

About DiversityBusiness.com

Launched in 1999, DiversityBusiness, with over 46,000 members, 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. DiversityBusiness provides research and data collection services for diversity including the "Top 50 Organizations for Multicultural Business Opportunities," "Top 500 Diversity Owned Companies in America," and others. Its research has been recognized and published by Forbes Magazine, Business Week and thousands of other print and internet publications. The site has gained national recognition and has won numerous awards for its content and design. It is a leading provider of Supplier Diversity management tools and has the most widely distributed Diversity magazine in the United States. DiversityBusiness.com is produced by Computer Consulting Associates International Inc. (CCAii.com) of Southport, CT.

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