

Rainbow Station top five finalist for 2008 Better Business Bureau International Torch Awards for Marketplace Excellence

Arlington, VA -January 30, 2008- The Council of Better Business Bureaus today announced the five businesses that are finalists for the 2008 Better Business Bureau International Torch Awards for Marketplace Excellence.

“These businesses are being recognized for consistently demonstrating the highest integrity in their practices toward their customers, employees, suppliers, industry peers and the communities in which they do business,” said Steve Cole, president and CEO of the Council of Better Business Bureaus.

Presented annually since 1996, the BBB International Torch Awards recognize companies in North America that maintain outstanding dedication to upholding ethical business standards and promoting trust in the marketplace. BBB Torch Awards are awarded locally by more than 80 BBBs across the U.S. and Canada and on the international stage by the Council of Better Business Bureaus—the national organization representing the BBB system.

The finalists for the 2008 BBB International Torch Awards for Marketplace Excellence are:

- CarMax, Inc. (Richmond, VA) – auto retail
- **Rainbow Station (Richmond, VA) – early childhood education**
- Ritter Daniher Financial Advisory, LLC (Cincinnati, OH) – fee only financial planning & asset management
- Sleep America (Phoenix, AZ) – retail, bed sets/mattresses
- Standard Oil of Connecticut (Bridgeport, CT) – heating oil

The recipient of the 2008 BBB International Torch Award for Marketplace Excellence will be announced in mid-February 2008 and will be recognized on April 8, 2008, at a special evening gala in Washington D.C. along with the recipients of the BBB International Torch Awards for Advancing Marketplace Trust and Consumer Leadership categories.