

PRESS RELEASE
3/23/09
For Immediate Release

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Richmond Business Receives National Recognition for Social Responsibility

CHICAGO (MARCH 23, 2009) - Rainbow Station was recently recognized for its good works by being named to the Center for Companies That Care 2009 Honor Roll.

The Honor Roll is selected by an independent panel of veteran professionals in a variety of industries. Rainbow Station, like the other companies named to the list, excels in the 10 Characteristics inherent to a "Company That Cares", which include: establishing and reinforcing ethical standards, supporting work/life balance for employees, providing a great work environment and competitive compensation and benefits, and supporting company involvement in the community.

"We are extremely pleased that a growing number of organizations - such as Rainbow Station - are focusing on their social responsibility, a focus that sustains individuals, families and communities and can give them an advantage with customers, employees and investors," said Marci Koblenz, Co-founder and President of Center for Companies That Care.

Those named to the 2009 list feature U.S. companies that are large, medium and small, public and private, for-profit and not-for-profit, in diverse industries across 15 states. A full list of recognized companies appears at www.companies-that-care.org.

The Honor Roll is announced annually in conjunction with the annual launch of CARE DAYS, a month-long national initiative to engage individuals and employers in activities addressing a significant societal issue in our communities. CARE DAYS09 is focused on childhood literacy.

About Center for Companies That Care

Center for Companies That Care is a national, not-for-profit organization dedicated to enhancing the well-being of employees and communities by encouraging employers to integrate the 10 Characteristics of Companies That Care into their daily business practices. For more about Center for Companies That Care, the Honor Roll process, 2009 Honor Roll recipients or CARE DAYS09: Terrific Tales, visit www.companies-that-care.org or call 312.661.1010.

About Rainbow Station

Rainbow Station is headquartered in Richmond where it has six corporate schools with additional franchise schools located in Virginia, North Carolina and Texas. Each Rainbow Station school offers private nursery schools and pre-schools with extended day programming for children ages 0-14. The 4.5-acre campuses include the highly unique feature of providing

"The Get Well Place," an infirmary attended full-time by a pediatric nurse. The infirmary is located in a separate building and is equipped with a reverse ventilation system for children with infectious conditions such as Chicken Pox or the flu. Academically, each campus offers a specially constructed "Village," which provides children the choice of attending curriculum-driven activities in the Apothecary, Arcade, Art Gallery, Café Rainbow, Club 5, Gymnasium, Theater, Toy Shoppe and the Village Green. Additional information on the campus is available on its website, www.rainbowstation.org