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MARKETING GROUP

NEWS Release

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LemmonTree Marketing Named Top 100 Small Business for Third Year

01/11/08 Tempe, AZ ó For the third year in a row, DiversityBusiness.com, the nation's leading multicultural internet site, recently named LemmonTree Enterprises, Inc. as one of the "Top Small Businesses in the state of Arizona (Div100)." LemmonTree Marketing Group, a division of LemmonTree Enterprises, Inc., specializes in financial services marketing has provided marketing, management, and market research consulting to credit union clients nationwide since 1984. The firm also runs the Credit Union Marketing University, an academically-based program with two tracks for marketing professionals in the credit union industry.

“As one of thousands of small businesses in Arizona, it is truly an honor to be noticed for the success of our marketing consulting firm,” commented Nicolette Lemmon, President, LemmonTree Enterprises, Inc.

The Div100 is the 8th annual listing of the Arizona's top 100 small businesses. The companies listed on the Div100 represent the Nation's top multicultural earners and challenge the long-held notion that a small business is small or insignificant. Div100 members are sought after by major corporations wishing to increase spending with small and diversity owned companies.

The Impact of Small Business

“Small businesses and consumers 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



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own, contributing over \$1.4 trillion in sales to the U.S. economy with jobs, products and services, and generates wealth for their communities. These are the new leaders in American business.ö

LemmonTree Marketing Group, a division of LemmonTree Enterprises, Inc., has provided marketing, management, and market research consulting to credit unions nationwide since 1984. The firm also runs the Credit Union Marketing University, an academically-based program with two tracks for marketing professionals in the credit union industry. Offices are located at 3010 South Priest Drive, Suite 103, Tempe, Arizona, 85282. For more information visit www.lemmontree.com or call toll free, 888.536.6243.

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Fact Sheet - LemmonTree Enterprises, Inc.

- **LemmonTree Marketing Group**, a division of LemmonTree Enterprises, Inc., has provided marketing, management, and market research consulting to credit unions nationwide since 1984. Located at 3010 South Priest Drive, Suite 103, Tempe, AZ, 85282. For information: www.lemmontree.com or 888.536.6243.
- **Lemmon Publishing Group** was created in 1996 to publish books, training videos, manuals, and offer other products. While several are for the credit union market, products are also available for personal and small business marketing online at www.lemmontree.com. The newest book was recently introduced was Successful Marketing Strategies, A Credit Union Manual with a CD tool. For information: www.lemmontree.com or 888.536.6243.
- **Credit Union Marketing University** was established in 2003 with two tracks of academically-based training. The week-long course is offered twice a year, February and September, to credit union marketing and management executives interested in building more strategic marketing plans and improving marketing return on investment. Graduates earn continuing education units from Arizona State University, Tempe, Arizona.