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Prism Visual Software Selected As One of the TOP 100 Women Owned Business in New York State by DiversityBusiness.com

Port Washington, NY, January 30, 2009. — Prism Visual Software, a leading provider of comprehensive sales and operational routing software, announced today that it has been selected as one of the Top 100 Women Owned Businesses in the State of New York by DiversityBusiness.com. Over 650,000 businesses in the United States had the opportunity to participate in the 9th annual business survey.

The award is based on annual gross revenue and business profiles on file with DiversityBusiness.com, and it is also the basis of the annual “Top Business List” which is the most comprehensive look at the most important segment of the United States economy—America’s privately held companies. The list has become the most recognized and respected compilation of companies that truly differentiate themselves in the market place in a time when doing so has never been more important.

Lorraine Keating, President and Owner of Prism Visual Software, said: “I am honored by the recognition of DiversityBusiness.com. Prism—with its diverse, dedicated and talented staff—developed operational route management software with handhelds for field workers. We offer great installation and support services. The software enables field workers to place orders, generate invoices, and service equipment. Our target markets are food and beverage distribution, perishable and specialty foods and equipment repair and service companies throughout the USA. I am very proud and appreciative of this award.”

Kenton Clarke, CEO of Computer Consulting Associates International, the company that built DiversityBusiness.com, stated: “Entrepreneurs are a growing force in the U.S. economy, and a force to be reckoned with.” He added: “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 important leaders in American business.”

Award winners will be honored at the “9th Annual National Multicultural Awards Ceremony and Conference” on April 29-May 1, 2009 at Disney’s Contemporary Resort in Orlando, Florida.

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

About Prism Visual Software

Prism Visual Software, founded in 1997, is a privately-owned software design company. Its mobile and desktop sales & operational routing software integrates seamlessly with a variety of third-party products, among them accounting software such as AccountMate, Microsoft Dynamics GF, MAS 500, or QuickBooks. Prism’s solutions serve a wide range of industries, especially equipment companies and food and beverage, perishable and non-perishable food companies that operate with pre-order, delivery, route sales,

sales order. Prism Visual Software has gained industry-wide recognition for its wireless software, especially for MiniMate. For additional information, visit <http://www.prismvs.com>

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. 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.

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