



FOR IMMEDIATE RELEASE:

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McLean, VA, October 28, 2010

Re: SPARKS: 2010 National Capitol Business Ethics Award Winner

SPARKS is proud to announce that they have been selected as a winner of the 2010 National Capital Business Ethics Award. SPARKS was nominated for this prestigious award by a client and among hundreds of nominations, was selected after a thorough vetting process. The panel of judges met with SPARKS' employees, clients, vendors, former employees and others to evaluate whether their policies are truly reflected in their practices and culture. The judging criteria included:

- An illustration of the company's commitment to business ethics as demonstrated by direct communications from the CEO and other senior leadership
- An established corporate code of ethics, credo, code of conduct or a written philosophy that communicated the company's requirement for honesty, integrity and compliance with the law in all business dealings
- Evidence of how ethics are a living part of the company's philosophy, culture and everyday business operations
- Clear evidence that employees throughout the organization understand and agree to follow the company's ethical standards

Upon receiving the award at the NCBEA Gala on October 28, 2010, Chief Executive Officer Steve Sparks said, "I have to give a lot of credit to my Mom who was a second grade teacher. She instilled in us the golden rule of treating others the way we would want to be treated. I would like to thank my entire staff at SPARKS for carrying this torch of high business ethics to guide them in their daily operations."

SPARKS is a leading provider of Office/Administrative, Accounting & Finance and Information Technology staffing and human capital management solutions. For more information on SPARKS visit their website at www.sparkshr.com.

SPARKS

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