

November 20, 2008

COLSA Corporation Honored with Torch Award for Ethical Practices

COLSA Corporation received the Better Business Bureau of North Alabama's Torch Award for Marketplace Ethics at the 11th Annual Awards Luncheon on November 20, 2008. COLSA was recognized for our four key corporate values which include teamwork, integrity, customer satisfaction, and treating our employees as our most valuable resource.

The candidates for the Torch Award are evaluated against the following criteria:

- High ethical standards of behavior toward customers, suppliers, shareholders, employees, and communities in which they do business;
- Demonstrated ethical practices surrounding their buyer/seller relationships;
- Longstanding history/reputation of ethical practices in the marketplace (minimum 3 years in business);
- Marketing, advertising, communications, and sales practices which reflect a true representation of what is being offered in the marketplace
- Acknowledgment of ethical marketplace practices by industry peers and in the communities where they do business;
- Ethics policies that are effectively communicated to employees
- Ethics policies that are designed to give long-term value to shareholders, customers, etc.
- Training programs that assist employees in carrying out established ethics policies.