

**FOR IMMEDIATE RELEASE  
FOR MORE INFORMATION**

**DATE:** October 2, 2006

**FIRM**

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**ATTENTION:** NEWS EDITORS

**PHILADELPHIA CONSULTING COMPANY CHOSEN AS PENNSYLVANIA MINORITY ENTERPRISE COMPANY OF THE YEAR**

October 1, 2006 -- Pennsylvania Minority Business Enterprise has selected MFR Consultants, Inc., of Philadelphia as its company of the year. The award is to be presented to MFR Consultants, Inc. on Friday, October 6, 2006, at the Minority Enterprise Development luncheon. The award will be given to MFR Consultants between 12:45 pm and 1:15 pm.

MFR Consultants ([www.mfrconsultants.com](http://www.mfrconsultants.com)) specializes in research, strategic marketing, planning, business management and information technologies. The firm has a global reach, with expertise in health care and the public sector, consumer and industrial markets, information technology and communications and sports and entertainment. Its clients have included numerous private, public, city, state and federal governments.

Maria Frizelle Roberts, president and chief executive officer, formed MFR Consultants in 1989. The firm has been based in Old City Philadelphia for the last 17 years, providing innovative solutions to its clients.

MFR's consultants are the best and the brightest, they understand that their success is based on their clients success. They have adopted a corporate-wide model, the MFR "Customer Success Interface." Working hand-in-hand MFR works closely with their clients and assists them in the analysis of information and data that will lead to the development of core strategic concepts, and implementation of new ideas/programs. Once these are identified, recommendations and a plan of action to improve the performance of an organization are implemented.

What sets MFR apart from other consulting firms is their ability to align with their clients and work as a team to develop strategies and solutions that meet their clients needs. At MFR they learn your business, speak your language, and deliver successful customized solution.

Again, thank you for supporting MFR Consultants, Inc.

**WHAT:** Pennsylvania Minority Business Enterprise Company of the Year Award  
**WHEN:** Friday, October 6, 2006 from 12:00 noon to 2:00 p.m.  
**WHERE:** Sheraton Philadelphia City Center Hotel, 17th & Race Street, Philadelphia, PA

**Keynote**

**Speaker:** Dr. Randal D. Pinkett  
Founder, President & CEO, BCT Partners  
Winner of NBC's "The Apprentice" with Donald Trump

