



DiversityInc Top 50 Application Process

Applications are now available for The 2010 DiversityInc Top 50 Companies for Diversity survey. Completed applications must be submitted by Monday, Feb. 1, 2010.

You answer the survey online. When you request an application, we will send you a link to the secure web site and a username/password. You will have the ability to print out the survey while filling it out, but we only accept the online application.

The 2010 DiversityInc Top 50 list, as well as the companies that make our 12 specialty lists*, will be announced at DiversityInc's March 9–10 event in Washington, D.C., focusing on global diversity and federal agencies.

CRITERIA TO APPLY: The survey is sent to any company requesting it that has more than 1,000 U.S. employees. This is an editorially driven process; business conducted with our company is not considered. There is NO fee to enter and NO requirement to advertise. Every company that enters receives a free report card based on all four areas we measure (CEO Commitment, Human Capital, Corporate and Organizational Communications, and Supplier Diversity), plus a total point score.

METHODOLOGY: Now in its tenth year, the DiversityInc Top 50 competition is an editorial, objective process, obtained through a detailed, analytic survey of more than 200 questions. The overall intent is not just to track metrics but to draw an accurate picture of a company's culture. The competition is increasingly competitive. In 2009, 401 companies participated, up 14 percent from 2008 and 240 percent since 2003.

You do not need to be competitive to derive benefit from applying: In addition to the free report card, submitting an application makes your company eligible for editorial coverage.

Companies are assessed within the context of their industries and employee skill sets. The questions have pre-determined weightings and are evaluated based on ratios of certain questions, such as work-force demographics compared with new-hire demographics, and relativity of one subject to another, such as mentoring best practices and management promotions.

Data collected is NEVER used negatively. We do NOT publish a list of companies that did not make the DiversityInc Top 50. We will NOT disclose information to any third party for any reason. New Jersey has the strongest shield law in the nation and we do not collect information that is not discoverable in other ways.

IF YOUR COMPANY WOULD LIKE AN APPLICATION, please contact top50@DiversityInc.com or call (973) 494-0546. We do not give applications to consultants or the press.

★ The DiversityInc 2010 Specialty Lists

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| The DiversityInc Top 10 Companies for Recruitment & Retention | The DiversityInc Top 10 Companies for People With Disabilities |
| The DiversityInc Top 10 Companies for Supplier Diversity | The DiversityInc Top 10 Companies for Executive Women |
| The DiversityInc Top 10 Companies for Blacks | The DiversityInc Top 10 Companies for Global Diversity |
| The DiversityInc Top 10 Companies for Latinos | The DiversityInc 25 Noteworthy Companies |
| The DiversityInc Top 10 Companies for Asian Americans | The DiversityInc Top 5 Regional Utilities |
| The DiversityInc Top 10 Companies for LGBT Employees | The DiversityInc Top 5 Hospital Systems |