

For Immediate Release

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THE BUSINESS BACKER RECEIVES 2013 BBB® TORCH AWARD FOR MARKETPLACE ETHICS

Cincinnati, Ohio - October 29, 2013 - The Business Backer, was named BBB *Torch Awards for Marketplace Ethics* Recipient before a crowd of 400 business, nonprofit, and community leaders at the 2013 *Torch Awards* celebration. Joining The Business Backer were five additional Recipients, and eight additional businesses and charities recognized as Honorees for this prestigious award.

“We are passionate about providing low cost capital to America’s small businesses,” said Jim Salters, CEO of The Business Backer. “It is clear this endeavor can only be achieved through a transparent, ethical, and consultative process. The *Torch Award* is validation of our success in this area. I am so proud of the entire Business Backer Team for all their hard work every day with America’s small businesses – their passion for doing what’s right makes this award possible.”

“We notice we’re honoring 13 businesses and charities at this, our 13th Annual *Torch Awards* celebration, in the year 2013,” said Jocile Ehrlich, President and CEO of BBB Cincinnati, “Although ‘Lucky 13’ jokes abound, I assure you it isn’t ‘luck’ that our *Torch Awards* Honorees share in common. That’s because ethics isn’t about ‘luck.’ Ethics is purposeful. It’s demonstrable. And each of the *Torch Awards* Honorees has demonstrated a superior commitment to ethical standards of conduct.”

Torch Awards applicants subject themselves to an intense self-evaluation of their business practices. They evaluate, in part, how their ethical practices are made part of their day-to-day operations through employee trainings, whether they “walk the talk” when it comes to ethics by reviewing the way they resolve ethical dilemmas involving their customers, suppliers, vendors, and donors, and their long-standing history and reputation for ethical standards of behavior in the community. The results of this self-evaluation are compiled and presented to an independent panel of judges that scrutinizes all applications before selecting *Torch Award* Recipients and Honorees.

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The Business Backer LLC, headquartered in Blue Ash, Ohio, provides customized funding solutions and advice for small and medium sized businesses. The Business Backer looks beyond credit scores and complex mathematical models to understand a business’s situation, goals and potential beneath the surface. This revolutionary approach to underwriting, combined with a team of expert advisors, has allowed The Business Backer to secure more \$130 million in funding for thousands of small businesses across the United States.

Founded in 2007, The Business Backer has been recognized as an Inc. 500/5000 company for two years in a row and has received numerous local and national awards for growth, ethics and leadership. Learn more at <http://www.businessbacker.com>.

The Torch Awards for Marketplace Ethics is a program of The Center for Ethics at BBB. The Center, a 501(c)(3) charity affiliated with BBB Serving Southern Ohio, Northern Kentucky, and Southeastern Indiana, compliments BBB’s 86-year commitment to bringing about a more ethical marketplace by proactively engaging businesses, charities, and young people to build trust and affect ethical change in our community. The Center’s programs combine education and on-going training to give its clients the tools they need to be ethical market participants. Since its inception 13 years ago, 70 Torch Award Recipients have been named in BBB Cincinnati’s 20-county service area in an effort to showcase ethical business practices and encourage emulation of those practices by other businesses and charities.

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