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For more information, contact:  
Patricia Heimbrock  
Hixson  
513-241-1230



**Cincinnati Better Business Bureau Recognizes  
Hixson for Marketplace Ethics**

*--Firm Recognized for "Doing the Right Thing"--*

(CINCINNATI; October 23, 2006) – In today’s fast-paced world of business, it can be easy for an organization to lose track of its focus...a key reason, according to HP founder David Packard, why “more companies die of indigestion than starvation.” Instead, the things an organization values need to be clear and consistent. Hixson, a Cincinnati-based architecture, engineering and interior design firm, today announced it has been awarded the 2006 Torch Award for Marketplace Ethics from the Cincinnati Better Business Bureau (BBB) in recognition of its commitment to the ideals of marketplace ethics.

“The Torch Award encompasses the spirit and tradition of the BBB unlike anything else,” BBB President Jocile Ehrlich said. “It recognizes and honors businesses and organizations who fully commit themselves to ethical practices in all aspects of their business dealings.”

“The Torch Award signifies that a firm displays a high level of integrity and ethics,” said Wick Ach, CEO and President of Hixson. “While these values have always been a part of Hixson’s approach to doing business, we are proud that the Cincinnati BBB has acknowledged our efforts by honoring us with the 2006 Torch Award.”

Torch Award recipients were chosen by a distinguished panel of independent judges that included: Marjorie Aaron, Professor of Practice, UC College of Law; Alan C. Greenwell, CPA, Partner/Tax Services Coordinator, Ernst & Young, LLP; Joe Hale, President, Cinergy Foundation, VP Corporate Communications Duke Energy; Sara Peller, CEO, American Red Cross, Cincinnati Area Chapter. Finalists were selected based on overall scores in eight judging criteria established by the Council of Better Business Bureaus

and the International Torch Award Program and the top finalist in each category was declared the winner. (Hixson won in the “100-250 employees” category.)

**ABOUT CINCINNATI BETTER BUSINESS BUREAU**

The Cincinnati BBB was founded in 1926 when the economy was roaring. Consumers needed to be able to rely and trust the companies they dealt with on a daily basis. The BBB’s founding members recognized that need and formed an organization that would set standards, lead the way, and promote a better, respectable and more ethical marketplace. The Torch Awards are a continuation of the BBB’s 80-year tradition and commitment to furthering that mission. To learn more, contact the Cincinnati BBB at 513.421.3165 or 800.471.3015.

**ABOUT HIXSON**

Hixson is an architecture, engineering and interior design firm specializing in projects for corporate office environments, retail projects and industrial processing facilities. Listed as one of the top firms in North America, Hixson delivers insight and advocacy leading to intelligent project execution through 16 integrated technical disciplines. To learn more, please visit [www.hixson-inc.com](http://www.hixson-inc.com).

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