



PRESS RELEASE

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NMSDC TAPS WAY TO BE

AS NATIONAL SUPPLIER OF THE YEAR

HAYWARD, CA – December 2, 2013—The National Minority Supplier Development Council, Inc.® (NMSDC®) announced the selection of Way To Be, a distributor of promotional products and uniforms based in Hayward, CA, as the 2013 National Supplier of the Year for Class III (firms with annual between \$10 million and \$50 million). The award was presented at an awards ceremony on October 30. Way To Be was selected for the national award from among 25 nominees. This national honor is awarded to the certified minority business enterprise that was judged highest for excellence in services and products, continuous growth, job creation and community involvement.

General partners Wayne Beasley and Alan McIntosh own and operate the 20-year-old company that grossed over \$11 million in sales in 2012. Its top clients include Akroya, Autodesk, Brocade, McDonald's and Virgin America. Alan and Wayne started Way To Be out of their garage in San Francisco in 1993. The company's first contract was for less than \$5,000. Today, the firm has 28 employees and a list of global clients. Way To Be has partnered with several other MBEs to collaborate on projects and serve as mentors—helping them become more competitive and successful. Way To Be spent more than \$3.7 million with MBEs last year.

“Wayne and Alan are a wonderful example of partnership, hard work and perseverance,” said NMSDC President Joset Wright-Lacy. “Together, they have grown their business into a multimillion enterprise and demonstrated a commitment to help other MBEs reach the same level of success. Just two years ago, the company was named National Supplier of the Year award for firms with sales between \$1 million and \$10 million. Their growth and continued success are a great source of pride.”

ABOUT WAY TO BE

Way To Be is a privately-owned, certified-minority company founded in 1993 to provide the very best in logo merchandise, corporate brand stores, promotional products and uniform programs. Way To Be services clients of all sizes, from local businesses to global Fortune 100 corporations, with the same enthusiasm and commitment. As a socially responsible company that fiercely protects customers' brands and reputations, Way To Be is a preferred supplier to McDonald's, Autodesk, Virgin America and Brocade, to name a few. To learn more, please visit www.waytobe.com

ABOUT NMSDC

The National Minority Supplier Development Council, Inc. is the global leader in advancing business opportunities for certified Asian, Black, Hispanic and Native American business enterprises and connecting them to corporate members. One of the country's leading corporate membership organizations, NMSDC was chartered in 1972 to provide increased procurement and business opportunities for minority businesses of all sizes.

The NMSDC Network includes a national office in New York and regional councils across the country. There are 1,700 corporate members throughout the network, including America's top publicly-owned, privately-owned and foreign-owned companies as well as universities, hospitals and other buying institutions. The regional councils certify and match 12,000 minority-owned businesses with member corporations that want to purchase their products, services and solutions. For more information about NMSDC, call (212) 944-2430 or visit the Web site at www.nmsdc.org.

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Alan McIntosh and Wayne Beasley with Joset Wright-Lacy, NMSDC President.