



March 27, 2007
FOR IMMEDIATE RELEASE

Contact: Brian Frederick, President
302-994-5786 office
302-218-8246 cell

Joseph Frederick & Sons Wins BBB of Delaware Torch Award
Plumbing, Heating and Cooling Company Honored for Marketplace Ethics

WILMINGTON, Del. – The Better Business Bureau (BBB) of Delaware has selected Joseph Frederick & Sons as winner of the 2007 Torch Award in recognition of the company's 60 years of high ethical standards, true-to-life advertising and sound business practices.

The BBB of Delaware awards its Torch Award each year to a select group of companies that display the highest ethical standards and business practices. Award winners are honored for recognizing the "importance of corporate conscience and responsibility to upholding a fair and honest marketplace."

Brothers Brian and Robbie Frederick, who own and operate Joseph Frederick & Sons, will accept the award at a ceremony hosted by the BBB of Delaware in April.



"We're thrilled to receive this honor," said Brian Frederick, president. "In 1947, our grandfather founded this company based on strong ethics and hard work, and that's how we continue to operate today. For six decades, we've put our customers, employees, vendors and community first, and we're committed to setting an example for all small businesses in Delaware."

Joseph Frederick & Sons, which also received the BBB's Edward M. Rush, Sr. Memorial Award for integrity in 2005, will recognize its 60th anniversary in April.

"We're in our third generation as a family-owned business," Brian Frederick said. "But the company never would have made it this far without having a solid framework based on the highest ethical standards and good business practices"

###