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**FOR IMMEDIATE RELEASE**

**WORKMATTERS ADDS TWO PROMINENT BUSINESS LEADERS  
TO BOARD OF DIRECTORS**

**Fayetteville, Ark., July 21, 2005** — WorkMatters Inc., a non-denominational, non-profit business outreach based in Northwest Arkansas, announced today the addition of two prominent local executives to its board of directors.

Tim Broughton, vice president and general manager for McKee Foods in Gentry, AR, brings more than 26 years of professional experience to the WorkMatters board. His broad background includes experience in manufacturing, academia, retail and the military. "I believe in the WorkMatters organization and its leadership," said Broughton. "It is very exciting to be part of a revolutionary new movement that seeks to integrate biblical principles and values into the workplace." Tim and Sheryl, his wife of 28 years, are members of the Pentecostal Holiness Church in Westville, OK.

Tony Hawk, director of business development at the Soderquist Center for Leadership and Ethics, also joins as a new board member. The Soderquist Center is affiliated with John Brown University in Siloam Springs, AR. Tony has a diverse background that includes more than 28 years serving with religious, business and leadership organizations. "The Soderquist Center strongly supports the mission of WorkMatters and the whole idea of living a life of integrity, character and faith," said Hawk. "I look forward to working with an organization that takes these same principles and teaches people how to include them in their work life." Tony and his wife, Terry, have enjoyed 30 years of marriage. They are members of Fellowship Bible Church in Lowell, AR.

"We are honored to have these men of faith, integrity and marketplace leadership join our growing WorkMatters Board," said David Roth, president of WorkMatters, Inc. "Both Tim and Tony have a real heart for seeing men and women in the workplace better understand how they can take their Sunday faith into their Monday work. In addition, McKee Foods and the Soderquist Center for Leadership and Ethics are highly respected companies that believe strongly in leadership, integrity and God."

For interviews with WorkMatters leadership, please contact David Roth at (479) 530-9876.