



Press Release

Key Named to DiversityInc 'Top 50 Companies for Diversity' for Fourth Time in Five Years

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CLEVELAND, April 7, 2008 /PRNewswire-FirstCall/ -- Key has been named to DiversityInc magazine's "2008 Top 50 Companies for Diversity," ranking 33rd on the list based on excellence in diversity advocacy and management, CEO commitment, human capital, corporate communications and supplier diversity. Key is the only Cleveland-based company named to the list, and one of only two Ohio companies to achieve the distinction.

Key has made DiversityInc's Top 50 in four of the past five years, and also was selected by the magazine as one of its "most noteworthy companies."

DiversityInc recognized CEO Henry Meyer for diversity leadership. In particular, Meyer was praised for chairing Key's diversity council, meeting regularly with employee-resource groups and holding leadership positions with several organizations aimed at multicultural groups, including the NAACP.

"Chairman, President and CEO Henry L. Meyer is a longtime diversity champion," states DiversityInc's Web site. "Key has mandatory diversity training for its employees and gets a perfect score for communicating its diversity commitment on its Web site."

"As a bridge between our workplace and the marketplace, diversity draws on dimensions of people that broaden our perspective of ourselves, and our colleagues and customers," says CEO Henry Meyer. "Expanding the diversity of our board and workforce increases our depth of talent and overall ability to perform."

Corporate Diversity's EVP Margot Copeland agrees. "We all can take pride and share in this distinction," says Copeland, who also chairs Key Foundation. "Beyond distinguishing Key as a business and employer of choice, inclusion on these lists underscores our movement in the right direction toward addressing new and continuing challenges."

"Top 50 companies have clarity of their absolute values of human dignity, demonstrating a global adherence to these beliefs," notes Luke Visconti, partner and cofounder of DiversityInc. "These sustainable values drive margin." Key shares its Top 50 distinction with other notable U.S. companies including: Verizon Communications, Coca-Cola, PricewaterhouseCoopers and Procter & Gamble, among others.

Competition for the "Top 50" has increased during the period as the number of companies employing more diverse top talent continues to grow. This year, 352 major national corporations participated in the annual survey, up 10 percent from 2007 and up 100 percent from 2003.

About KeyCorp

Cleveland-based KeyCorp is one of the nation's largest bank-based financial services companies, with assets of approximately \$100 billion. Key companies provide investment management, retail and commercial banking, consumer finance, and investment banking products and services to individuals and companies throughout the United States and, for certain businesses, internationally. For more information, visit <https://www.key.com/>.

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