

## The Growth Engine Company Launches First Full-Service Innovation Agency

*Growth Engine brings the agency model to the discipline of innovation for companies looking for dramatic revenue growth. Since partnering with Growth Engine, Thomas', English muffin and bagel maker, has realized \$125 million in incremental annual revenue.*

**Norwalk, CT – September 10, 2007 – The Growth Engine® Company** ([www.growth-engine.com](http://www.growth-engine.com)) today launched the first full-service Innovation Agency. Growth Engine brings the agency model to the discipline of innovation for companies looking to move beyond modest line extensions. Growth Engine works closely with its clients on a long-term basis to ensure a continuous stream of higher-margin, game-changing new innovations that deliver significant revenue growth.

Growth Engine was co-founded by principals Bryan Mattimore and Gary Fraser. With more than forty-five combined years of experience with innovation, Mattimore and Fraser possess the necessary insight and experience to guide companies through a wide spectrum of innovation challenges such as new product and service development, strategic planning, brand leadership, positioning and innovation process development. Mattimore, author of *99% Inspiration, A Real World Guide to Business Creativity*, is one of America's top experts in applied creativity, ideation and innovation. Fraser, a recipient of *Brandweek Magazine's* "Marketer of the Year" award, is a 25-year veteran of creative marketing and brand management at some of the world's top consumer products firms, including General Foods, Chesebrough-Pond's and Unilever.

For two years, Growth Engine tested and refined the philosophy and practices behind the Innovation Agency concept while working with nationally recognized packaged-goods client Thomas', the number one maker of English muffins and prepackaged bagels. Growth Engine is now excited to share its proven innovation approach with the business community.

"Hiring The Growth Engine Company as our Innovation Agency of record has been strategically important to us," said Pete Rollins, General Manager of Thomas'. "The innovations they've helped us with have led to \$125 million in new annual revenue. And we now have a wealth of ideas in our innovation pipeline that will help us continue that growth."

In the history of marketing services, specialized agencies were invented as the need for them arose, such as ad agencies in the 1880's, PR agencies in the 1920's and promotion agencies in the 1960's. With a 2007 *Business Week* survey indicating that 66% of executives rank innovation as one of their top 3 priorities, Growth Engine is launching its specialized Innovation Agency to

address this current business need.

Long-term partnerships allow Growth Engine to gain a deeper knowledge of a client's business. By providing continuous strategic innovation leadership as well as expert people resources, Growth Engine ultimately helps organizations foster a more innovative environment and cultivate more creative leaders. Some of the key client benefits of the Innovation Agency approach include: 1) creating bigger, better ideas; 2) developing a unique and insightful consumer understanding; 3) reacting quickly to market changes; and 4) empowering clients by making innovation a collaborative effort; and 5) offering longer-term innovation continuity, resulting in significant revenue growth.

"We're not just about creating ideas," said Mattimore. "We're about evolving ideas into successful marketplace innovations." Fraser continues, "That takes persistence, patience and drive, which are made possible by a long-term Innovation Agency partnership."

### **About The Growth Engine Company**

The Growth Engine Company was formed by principals Bryan Mattimore and Gary Fraser to help companies achieve sustained revenue growth through innovation. With more than forty-five combined years of experience as project-based innovation consultants, they were the first to establish a full-service "Innovation Agency" that acts as an experienced long-term partner for clients who wish to innovate more effectively over a wide spectrum of challenges—new products and services, strategic planning, brand leadership, positioning and innovation process development. By providing continuous strategic innovation leadership as well as expert people resources to help with innovation efforts, Growth Engine ultimately leads organizations to become more innovative and develop more creative leaders.

Growth Engine's client roster includes Thomas', Danaher/Craftsman Tools, Danone, DKNY, Honeywell/Prestone, Hood, Johnson and Johnson, Lipton, Merrill Lynch, New York City's Leadership Institute, Pepsi, Procter & Gamble, Schick, Sony and Unilever. For more information please visit [www.growth-engine.com](http://www.growth-engine.com).

### **About Thomas'**

For over 125 years, Thomas' has been making breakfast better with a variety of "Nooks and Crannies"® English Muffins, soft & chewy bagels, English Muffin Toasting Bread, Cinnamon Swirl Breads and more. Since its founder, young Samuel Bath Thomas, left England with a recipe for a muffin baked on hot griddles, Thomas' quality and wholesome goodness have set the standard for American breakfast. Today, Thomas' is the largest national bakery brand in the United States and available in supermarkets and mass retailers from coast to coast. Thomas' is part of the George Weston Bakeries family, the home of all the fresh baked brands America has loved for generations. Please visit and [www.thomasenglishmuffins.com](http://www.thomasenglishmuffins.com) and [www.thomassquares.com](http://www.thomassquares.com) for more information.

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