

**CEREALITY CO-FOUNDER, DAVID ROTH, TO GIVE KEYNOTE  
ON INNOVATION AT #1-RANKED BUSINESS SCHOOL IN U.S.**

*May 12<sup>th</sup> Event To Be Held at University of Chicago's Booth School of Business*

**CHICAGO, May 11, 2009**—David Roth, a co-founder of Cereality Cereal Bar and Café (acquired by the parent company of Cold Stone Creamery in 2007) and the founder and managing partner of Get Stirred Up (<http://www.getstirredup.com>)—the innovation, brand strategy and design firm—announced today that he will be giving a keynote address on innovation at the University of Chicago's Booth School of Business tomorrow evening. The event will be held at the Gleacher Center in downtown Chicago from 6pm-9pm.

**A Lesson in 'Innovation Activism'**

Roth has been invited to share the story of how he and co-founder, Rick Bacher, seized on a "Big Idea" and turned it into a thriving business by pursuing totally unorthodox approaches at almost every step along the way—what he calls: "Innovation Activism." "I'm thrilled to be invited to describe how, as 'outsiders,' we went from inventing an entirely new retail channel in the multi-billion dollar cereal industry to building an iconic brand of record within our first year of business, positioning our company for an acquisition by a leading industry operator, and then creating a roadmap for other entrepreneurs and business leaders who want to do the same with their own 'Big Ideas,'" says Roth.

The evening promises to be a lively event as Roth explains how his and Bacher's unique approach to designing a business around an experience, pursuing creative financing strategies, and developing high-profile cross-industry strategic partnerships were all hallmarks of their success while running Cereality and at the core of the services they provide now at Get Stirred Up.

Art Middlebrooks, the Executive Director of Booth's Kilts Center for Marketing, who extended the invitation to Roth, explains: "We're excited to hear how David has been able to take those examples of real innovation, as well as others that he'll share, and apply them to a variety of other business scenarios. I know our very active alumni community of business leaders attending this event will be inspired by his 'in-the-trenches' perspective."

The event is open to the public. Event details and registration information can be found at:  
<http://www.chicagobooth.edu/alumni/events/showEvent.aspx?eventId=1213>

**About David Roth**

David Roth founded and heads up the Chicago-based innovation, brand strategy and design firm, Get Stirred Up and its parent company, Idea Stewards LLC. He and his team work with clients—ranging from pure start-ups and early stage companies to established corporations, institutional investors and creative services agencies—to create opportunities for brand-bolstering revenue growth. A serial (and cereal) entrepreneur, David started Get Stirred Up following the acquisition of his last venture, the popular quick-serve franchise, Cereality Cereal Bar & Cafe, where he served as CEO and chairman. David's circuitous career path weaves together his training in psychology, his penchant for building brands, and his acumen for selling a "big idea." Prior to launching Cereality, he ran a brand consultancy based in New York City that focused primarily on the media industry, following stints as an executive at Random House, a consultant to The New York Times and Time, Inc., and the founder of the first magazine exclusively focused on culinary travel. He began his career working with Bank of America and Wells Fargo Bank in the area of sensitive issues management. David holds an M.Ed. from Harvard University. For more information on Roth or Get Stirred Up, please visit [www.getstirredup.com](http://www.getstirredup.com) or phone 312-596-3555.