FOR USE BY INDIVIDUAL COMPANIES, WITH CUSTOM LOGO FOR “INNOVATION AWARD WINNERS”

\*\*\*\* PRESS RELEASE \*\*\*\*

COMPANY is a recipient of the Innovation Leader Award for recognition of its standing in the 2018 American Innovation Index™ (Aii™). The award, presented by the Gabelli School of Business at Fordham University, recognizes companies that rank highly on the Aii™ based on customer ratings in a national survey of U.S. consumers. Companies that score high in the survey are viewed as more creative, innovative, a category pioneer and a force for change in their industry.

INSERT AS APPROPRIATE:

COMPANY was ranked among the top 20 U.S. companies on its American Innovation Index score.

COMPANY was ranked among the top 20 U.S. companies on its Social Innovation Index score.

COMPANY was ranked among the top 20 U.S. companies on its American Index score and its Social Innovation Score.

The American Innovation Index™ is a joint project between the Gabelli School of Business, Norwegian School of Economics (NHH), and market research firm Rockbridge Associates, Inc. The unique study is the first of its kind to gauge innovation from the perspective of firm’s customers, the ultimate barometer of success. The Aii is based on a representative survey of over 40,000 customer touchpoints spanning 20 industries. The innovativeness index score is important to the success of firms because it is proven to drive customer loyalty, which in turn leads to greater sales and positive word-of-mouth.

According to Lerzan Aksoy, Professor at the Gabelli School, “Companies that received an Innovation Leader Award have developed innovative ways of creating value in the marketplace, while ensuring they are noticed downstream by their customers. Award winners have done something unique that makes them stand out within their sector.”

Gina D. Woodall, President of Rockbridge, observed “These innovation leaders go beyond merely satisfying customers, and leap ahead by offering positive change. Other American companies should study their innovation strategies to ensure their own relevance.”

For more information, visit [www.americaninnovationindex.com](http://www.americaninnovationindex.com).

Contact: