



GATES AND COMPANY
Two Greenville Crossing
4001 Kennett Pike, Suite 308
Wilmington, Delaware 19807
(302) 428-1338 • (302) 428-1339 fax

**NEWS – For Immediate Release
November 2009**

Contact: Kelly L. Gates
(302) 428-1338 x.15
kgates@gatesandcompany.com

GATES AND COMPANY AND SCHELLINGPOINT SIGN PARTNERSHIP AGREEMENT

Wilmington, DE – *Gates and Company* has entered into an agreement with SchellingPoint to increase companies' alignment around strategy development, new project execution and post-merger integration using Alignment Optimization Technology.™ Under the terms of the partnership, *Gates and Company* will lead organizations through a novel Alignment Cycle process developed by SchellingPoint.

Michael Taylor, CEO of SchellingPoint says, "This is a new management science that has been shown to minimize classic planning and execution problems. The principles are now being taught at Ivy League business schools and the use of Alignment Cycles to ensure coordinated action within, between, and across organizations is enjoying growing adoption within the Global 1000 to the *Fortune 50*." Tracy Morgan, Director of Consulting at *Gates and Company*, adds, "We researched the SchellingPoint solution thoroughly and found it to be a truly unique and powerful solution for strategic planning, tactical plan execution, and post-merger integration. The combination of SchellingPoint with our traditional service offering will compress time for planning and execution and result in reduced costs, faster time-to-market, and improved outcomes."

ABOUT GATES AND COMPANY

Gates and Company is a management consulting and investment banking firm dedicated to helping companies grow. With an impressive track record of helping numerous companies reach their goals, *Gates and Company* specializes in market research/analysis, growth strategy formulation, business plan development, product/venture launch, post-merger integration support, financial advisory and M&A. For more information about Gates and Company and additional clients successes, visit www.gatesandcompany.com.

ABOUT SchellingPoint

SchellingPoint developed its Alignment Optimization Technology based on three bodies of research: Nobel prize winner Thomas Schelling's theories on Interdependent Decision Making, Harvard Business School professor Chris Argyris' study of Action Science, and the SchellingPoint founders' research of Relational Networks. For more information about SchellingPoint and its methodology, visit www.schellingpoint.com.

###