



Sterling-Rice Group Appoints Founder of Noodles & Company, Aaron Kennedy, to Board of Directors

**Entrepreneurial Restaurant Leader and Global Brand Expert
Joins Food Marketing Innovation Leader**

June 14, 2011, Boulder, Colorado – Sterling-Rice Group (SRG), a strategy, innovation, and creativity firm, announced today that it has named renowned restaurateur and Noodles & Company founder, Aaron Kennedy, to its board of directors.

Kennedy is a widely recognized brand strategist who will be a key resource to help support and develop growth strategies for Sterling-Rice Group's clientele, which includes a wide range of firms, from Fortune 50 CPG companies to entrepreneurial upstarts.

Kennedy was named Entrepreneur of the Year by Ernst & Young and was inducted into the *Inc.* Magazine Hall of Fame for making the Inc. 500 list of "Fastest Growing Private Companies" five years in a row. He is also actively involved with the next generation of business leaders and serves as a frequent guest lecturer at several universities including the University of Colorado, University of Denver and University of Wisconsin.

"Aaron's exceptional leadership skills and entrepreneurial spirit make him an incredible asset to our company," said Buddy Ketchner, president of Sterling-Rice Group. "We look forward to the energy and fresh insight he will bring to the board."

Prior to successfully launching Noodles & Company in 1995, Kennedy served as marketing director for New York-based brand strategy and design firm Brandimage, where he directed projects for some of the world's largest companies including Coca-Cola, Burger King, Sears, Pfizer, Swiss Army Products, and the PGA Tour. Prior to that, Kennedy managed brands for global powerhouses Pepsi and Kraft Foods, where he was part of the team that developed the \$1 billion brand Lunchables.

"I have had the opportunity to work with SRG in a number of capacities over the years and I've always been impressed the passion and capability of their people," Kennedy said. "SRG is a unique organization that has cultivated an exceptionally positive and endearing culture. I'm honored to be appointed to this position."

Kennedy's appointment is effective immediately and he will serve a 2-year term.

ABOUT STERLING-RICE GROUP® - Headquartered in Boulder, Colo., Sterling-Rice Group (SRG) is a global leader in integrated brand strategy, innovation, and communications. SRG was founded in 1984 and employs 140 professionals. Sterling-Rice Group works with numerous leading consumer packaged goods companies, as well as representing many other notable product and service firms in food service, retail, consumer hard goods and durables, hospitality, finance, healthcare and technology. With a deep bench of culinary expertise, Sterling-Rice Group has counseled and supported seven of the top twelve food manufacturers in the country. Sterling-Rice Group has been recognized as a “Best Place to Work” by *ColoradoBIZ* Magazine, a tribute to the internal culture of the company.

Visit www.srg.com for more information.



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