



CATALYST
A B2B BRAND CONSULTANCY

FOR IMMEDIATE RELEASE

***BtoB* MAGAZINE HONORS CATALYST FOR UNPRECEDENTED THIRD YEAR IN A ROW.**

Providence, R.I. (October 1, 2009) – Catalyst Inc., a leading business-to-business brand and marketing communications consultancy, has won a distinguished position in *BtoB Magazine*'s annual list of top national advertising agencies for a third year in a row.

BtoB Magazine exclusively honors the achievements of the top business-to-business agencies in the United States. Only fourteen New England firms earned recognition on this year's list. *BtoB Magazine* sought submissions earlier in the year from four categories of agencies: small, midsize, large, and interactive. Qualifying agencies had to offer full-service marketing communication services and were judged on exceptional work performed in 2008, their percentage of business that is b-to-b, client wins, and demonstrated growth of the business.

Brian Odell, President and founder of Catalyst states, "With our 100% focus on business-to-business branding and marketing communications, Catalyst is building a national reputation for excellence. Clients range worldwide from France and Germany to California, Minnesota, Florida and right here in New England. All have contracted us to help overcome challenging b-to-b branding and marketing problems. This award validates our approach and recognizes our employees for all their hard work."

For more information about Catalyst, Inc., visit www.catalystb2b.com, e-mail bodell@catalystb2b.com, or call 401-732-1886.

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Catalyst is a global B2B strategic branding and marketing communications consultancy. It works with industrial and advanced technology companies through times of growth and transition to leverage the power of branding in ways that help generate and convert more sales opportunities. Founded in 1991, the company is located in Providence, R.I., and currently has 12 employees.

