

Tel: +44 (0) 1224 289 729

Mobile: +44 (0) 790 3333 004

Fax: +44 (0) 871 221 5545

**NEWS RELEASE**

Media Contact: Ms. Lynn Stanley USA (972) 409-9044 FAX (972) 409-9403 Email: [stanleymedia@comcast.net](mailto:stanleymedia@comcast.net)

**BUSINESS WORKOUT LTD. LAUNCHES KEY ANNOUNCEMENT AT THE CASPIAN OIL AND GAS EXHIBITION 2005**

**United Kingdom** – (June 7, 2005) Business Workout Ltd (BWL), an industry leader in know-how and technology transfer, unveiled a strategic announcement today at the Caspian Oil and Gas Exhibition 2005 at the City of Baku Sports and Exhibition Complex, Azerbaijan. BWL, a technology and IP broker, has formed a strategic alliance with Ideation International Inc. The alliance allows BWL to provide the energy industry with a revolutionary operating system for innovation. Called Ideation-TRIZ (I-TRIZ), BWL will showcase details about this unique knowledge-based inventive problem-solving methodology at Stand #2504, Main Hall.

“Ideation’s I-TRIZ is a systematic methodology to promote technological innovation and inventive engineering,” said Vic Baxter, Managing Director for BWL. “Its ability to provide a system that will help companies innovate in a way they never thought possible before makes I-TRIZ a natural fit for the challenges facing the energy industry. In addition, I-TRIZ is supported by powerful analytical and knowledge-based software tools that customers can easily integrate.”

Since 1996 Ideation has worked extensively with a number of major oil companies such as Exxon, Shell, Amoco. “One of our most significant experiences involved an exclusive corporate agreement between Ideation and Amoco from 1997 to 1999,” said Zion Bar-El, CEO of Ideation. “During that timeframe we assigned a team of 10 I-TRIZ expert scientists who helped Amoco overcome more than 50 difficult technological problems by applying our powerful methodology. Our educational department also trained more than 250 Amoco engineers and scientists in the I-TRIZ system and certified eight of them as I-TRIZ specialists. We’re very excited about the opportunity to team up with Business Workout to provide inventive solutions to the toughest, most challenging dilemmas the oil companies currently have.”

Baxter, whose career spans four decades in exploration, design and construction for the off-shore industry, founded BWL to match the right people, products and services with the special needs and applications of customers serving the world’s energy industries. BWL’s flexibility to provide the right resources and then step away is especially suited to the current meteoric growth of the Caspian Region’s oil and gas industries.

BWL will act as the link between Ideation and energy suppliers in both developing and mature regions. “The energy industry is faced with three primary issues,” he said. “One challenge is finding ways to get the most out of marginal and mature oil reservoirs. Secondly, companies are searching for alternative and renewable energy sources and ways to economically leverage those alternatives (i.e. the recent award of a \$200 million dollar contract by a German company to an Azerbaijan company for the production of wind energy turbine blades). The third challenge ties in to a recent inquiry we handled from a national atomic energy authority assigned the task to clean-up radiation waste from early model nuclear power stations before licenses can be granted for the inception of next generation nuclear power stations.”

According to Baxter, he chose the Caspian Oil and Gas Exhibition to unveil his new alliance with Ideation because the next two to five years will see astronomical growth for the region. “This growth will produce significant challenges for the region as well,” he said, “and I-TRIZ is especially suited to help companies overcome those challenges.” In addition, BWL is also considering Baku as the central location for a new Centre for Innovation. “We’ve opened a dialogue on this because we are already receiving inquiries of interest from as far away as Dubai in the United Arab Emirates to Almaty in Kazakhstan.”

Ideation and BWL are making I-TRIZ training and analytical services available immediately and will team with company’s subject matter experts to help solve technological problems. For more information about this training and the services being offered contact Vic Baxter at the BWL Stand #2504 or by email at [vic@businessworkout.com](mailto:vic@businessworkout.com) or Zion Bar-EL at [zbarel@ideationtriz.com](mailto:zbarel@ideationtriz.com). In addition, as part of a show promotional, BWL is making a special package of I-TRIZ products available at its Stand for a substantial discount.

The world leader in innovation, Ideation International Inc., headquartered in Southfield, Michigan is helping companies and academic organizations around the globe unlock the power of creativity, harness the advantages of innovation and achieve a new competitive edge. Ideation understands that today’s businesses must be able to respond instantly to the changing dynamics of global markets. That’s why its staff of top scientists developed a unique operating system called Ideation-TRIZ, (pronounced trees) or I-TRIZ. I-TRIZ is an improved and expanded form of the Russian –based Inventive Problem Solving (TRIZ). For businesses, I-TRIZ means the ability to invent on demand, direct the process of innovation step by step and identify next generation breakthrough products. For educators, I-TRIZ holds the key to growing new generations of creative thinkers. Equipping companies with the capability to make the right strategy decisions and create practical plans for success, I-TRIZ is the result of more than 60 years of rigorous research and analysis of millions of worldwide

patents. To help companies and other organizations tap the wealth of this knowledge-based inventive problem-solving methodology, Ideation has developed a suite of I-TRIZ software products (TRIZSoft®) and authored a number of books. Ideation also offers consulting services and accelerated education programs. With I-TRIZ, companies are gaining the innovation skills they need to capture and maintain a leadership position in their industry – both today and in the marketplace of tomorrow.

For more information about Ideation visit [www.ideationtriz.com](http://www.ideationtriz.com)

For more information about Business Workout visit [www.businessworkout.com](http://www.businessworkout.com)