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METHOD CO-FOUNDERS LAUNCH BUSINESS BOOK

Adam Lowry and Eric Ryan Challenge Entrepreneurs to Rethink Consumerism, Culture and Commerce

SAN FRANCISCO, CA, September, 2011— Adam Lowry and Eric Ryan of [Method](#), the leading innovator in premium, eco-conscious household and personal care products, are debuting a business book entitled, [The Method Method: Seven Obsessions That Helped Our Scrappy Start-Up Turn an Industry Upside-Down](#) (Portfolio Penguin, 256 pp, \$26.95).

In celebration of Method's 10th birthday, Lowry and Ryan wrote [The Method Method](#) to illustrate how a two-man, four-product outfit operating out of the back of a car grew into an international brand at the front line of a new category of environmentally and socially driven companies changing how business is done.

[The Method Method](#) focuses on the seven battle-tested principles, or obsessions, at the heart of Method's business philosophy and culture. Each chapter is devoted to an obsession, like 'Kick Ass at Fast' and 'Inspire Advocates,' and explores why these principles matter, how Method lives up to them, when the brand has gone astray and the lessons learned along the way. Inspirational individuals, or 'muses,' who embody each obsession, are spotlighted throughout the book as well.

"Everything about the way we work is changing – from the way we design and produce, to how we ship and sell, and how we gather and share information," says Eric Ryan, Method co-founder and chief brand architect. "Each of these areas presents profound challenges to today's entrepreneurs, and we hope the lessons in our book will help them meet those challenges and utilize the cultural shifts behind them."

Adam Lowry and Eric Ryan's [The Method Method](#) documents the brand's progressive development over a decade, while visualizing the future world of business as it continues to evolve. The book is now available in stores and online.

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About Method

Founded in 2000, Method is headquartered in San Francisco, Calif. Method can be found in more than 35,000 retail locations throughout the United States, Canada, United Kingdom, France and Australia. Major national retailers include Target, Lowe's, Whole Foods and Bed Bath & Beyond. Method is a privately held company backed by San Francisco Equity Partners, Simon Equity Partners, and private individual investors. For more information, visit methodhome.com.