

Attention: Assignment Editors and Consumer Reporters

*** FOR IMMEDIATE RELEASE ***

2010 Best New Product Award Winners Announced

Over 25,000 Canadian Consumers Weigh In with Their Top Choices for Best New Products Derived from the 7TH Annual BrandSpark Canadian Shopper Study



January 19, 2010 (Toronto, ON) – BrandSpark International is pleased to announce the 2010 Best New Product Awards (BNPA) winners in three categories: Food & Beverage, Health & Beauty and Household Products. This year, more than 25,000 Canadian consumers voted upon 144 products in 47 product categories. The independent survey, the BrandSpark Canadian Shopper Study, which also explores consumer trends and attitudes, found concern among Canadians in the areas of: Environmental Accountability, with 82% of consumers believing that companies are exploiting environmentally friendly claims. Healthier Options in Food and Beverage, with 88% of Canadians believing that “there is a lot I can do with food and nutrition to prevent illness.” Finally, Private Label Versus Premium Brands with 47% of survey respondents stating that they have purchased more private label/in-store brands versus premium and name brands. These concerns are reflected in the winning products for 2010.

The Top 2010 Best New Product Award Winners are:

Best in Food & Beverage Category and Best in Show: **Astro Zer0 Superfruit Yogourt**

Best in Health & Beauty Category: **Burt’s Bees Replenishing Lip Balm with Pomegranate Oil**

Best in Household Products Category: **Ziploc Evolve Sandwich Bags**

A complete list of winners follows.

“Winning a Best New Product Award means that thousands of consumers have purchased, sampled and endorsed the product as the best in its category,” says Robert Levy, Founder of the BNPAs and President of BrandSpark International, the independent brand strategy and market research firm responsible for developing and managing the BrandSpark Canadian Shopper Study on which the BNPAs are based. “Because the award is 100% consumer-voted and not juried by a panel, when consumers see the Best New Product Award logo on packaging or in advertising it’s like receiving a direct endorsement from thousands of everyday shoppers.” The most trusted consumer magazines in Canada have both attached their names to the award – *Canadian Living* and *Coup de Pouce*.

“P&G remains committed to delighting our consumers with innovation,” says Gord Meyer, Household Needs Business Unit Director, P&G Canada. “The Best New Product Awards is terrific because of the external credibility the awards provide, as well as the learning we obtain through BrandSpark’s in-depth research.”

For more information about the Best New Product Awards and for key insights into the minds of Canadian consumers and trends for 2010, please visit www.BestNewProducts.ca.

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2010 Best New Product Award Winners:

Food & Beverage Winners

Category	Product
Yogourt	Astro Zer0 Superfruit Yogourt Best in Show and Best in Food & Beverage Category
Microwaveable Dishes	Healthy Choice Gourmet Steamers
Cheese	Kraft Tex Mex Light Shredded Cheese
Bread	Stonemill Omega-3 Golden Flax Bread
Sports Drink	G2 Grape – Low Calorie Isotonic
Salted Snacks	Breton Basil & Olive Oil Crackers
Chocolate	After Eight Chocolate Leaf Pieces
Beverages	BioBest Maximmunité Apricot Mango Probiotic Dairy
Nuts	TrueNorth Almond Clusters
Juice	Tropicana Tropics Mango Citrus Fruit Juice
Seasonings/Sauces	Club House La Grille Limited Edition Blazin' Pepper Bourbon
Frozen Dessert	Compliments Sensations Mont Belge Fondant Dessert
Ice Cream	Breyers Double Churn Ice Cream
Baking Supplies	Duncan Hines Moist Deluze Carrot Cake Mix
Breakfast Products	Instant Quaker Oatmeal – Reduced Sugar Peaches and Cream
Snack Bar	Nature Valley Chocolate and Dark Chocolate Granola Bars
Tea/Coffee	Tetley Red Tea
Prepared Meals	High Liner Pan-Sear Selects
Frozen Pizza	Dr. Oetker Ristorante Formaggi & Pomodori Thin Crust Pizza

Health & Beauty Winners

Category	Product
Natural Beauty Care	Burt's Bees Replenishing Lip Balm with Pomegranate Oil Best in Health & Beauty Category
Children's Vitamins	IRONKIDS Omega-3 Gummies
Men's Personal Care	Gillette Dry Skin Hydrator + Body Wash 2in1
Body Lotion	Olay Quench Advanced Relief Hand and Body Lotion
Women's Deodorant	Dove Go Fresh Body Mist
Hair Removal	Nair Shower Power Hair Removal Cream for Legs and Body
Anti-Aging Skin Care	Olay Definity Colour Recapture Moisturizer
Cosmetics	CoverGirl Exact Eyelights Eye-Brightening Mascara
Foot Care	Freeman Bare Revitalizing Foot Scrub
Diapers	Swaddlers Sensitive Diapers
Shampoo/Conditioner	Pantene Pro-V Nature Fusion
Toothbrush	Colgate 360° ActiFlex Toothbrush
Topical Pain Reliever	Voltaren Emulgel
Women's Body Wash	Dove Go Fresh Burst Body Wash & Bar
Family Planning	TROJAN Naked Sensations Ultra Ribbed Condoms
Hair Styling	Gillette Power Gel
Tooth Whiteners	ProNamel Gentle Whitening Toothpaste
Cat Care	Whiskas Treats for Cats
Dog Care	Purina Beneful Snackin' Slices Dog Treats

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Household Products Winners

Category	Product
Storage Bags/Containers	Ziploc Evolve Sandwich Bags Best in Household Products Category
Laundry Cleaning	Sunlight Green Clean
Air Freshener	Febreze Air Effects
Paper Towel/Toilet Paper	Sponge Towels EnviroCare Paper Towel
Multi-purpose Cleaning	Mr. Clean Multi-Purpose Cleaner with Febreze Fresh Scent
Bathroom Cleaner	Scrubbing Bubbles Mega Shower Foamer
Toilet Cleaner	Scrubbing Bubbles Toilet Cleaning Gel
Dish Soap	Ultra Palmolive Pure + Clear Dish Soap
Fabric Softener	Bounce Dryer Bar

About BrandSpark International

BrandSpark is an international independent market research and brand strategy firm with a strong grasp on North American consumer segmentation, innovation, new product research and consumer trends. www.BrandSpark.com.

- 30 -

For interview requests, to receive additional information about trends and key insights, or for more information about the BrandSpark Canadian Shopper Study or the BrandSpark American Shopper Study, please contact:

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