

\*\*\* For Immediate Release \*\*\*

## The Best New Product Awards (BNPAs) sign exclusive broadcast deal with Shaw Media



**Toronto, ON (February 14, 2012)** – Canada’s most credible and trusted consumer packaged goods (CPG) awards program, the Best New Product Awards (BNPAs), welcomes Shaw Media as the exclusive broadcast media partner. The partnership will include various campaigns showcasing the BNPA logo as well as BNPA winners being featured on Shaw’s extensive broadcast, online and video on demand networks including: Global Television, Food Network, HGTV, History Channel and Slice. The combined reach for this broadcast exposure will exceed 5 million women, who are often the most influential decision makers in Canadian homes. The 2012 edition of the BNPAs saw more than 53,000 Canadians polled on their top choices in CPG products in three major product categories – Food & Beverage, Health & Beauty and Household Products.

“Shaw Media is the perfect fit for the Best New Product Awards,” says Robert Levy, BNPA Founder and President of BrandSpark International. “Shaw’s family of networks – specifically Global Television, Food Network, HGTV, History Channel and Slice – are among the leading television networks reaching both women and men, age 25-54. Our 2012 BrandSpark Canadian Shopper Survey tells us that two thirds of consumers’ shopping decisions are made by women, and one third by men. Shaw delivers the perfect audience for our program and our CPG clients.”

“Shaw Media’s broadcast and online assets will deliver the critical mass needed to help make the Best New Product Awards a household name,” says Ann-Marie Spurr, Shaw Media’s Director of Marketing Ventures. “We wanted to partner with a credible awards program in Canada and we believe that is the Best New Product Awards.”

“The Best New Product Awards are a recognized seal of approval on store shelves in Canada,” adds Levy. In fact, research has shown that the inclusion of a BNPA logo on packaging and in advertising influenced 38% of shoppers’ purchase intent versus a product advertised as ‘new’ and the Best New Product Awards is the most influential of all Canadian awards programs with Canadian consumers coast to coast. “This new partnership with Shaw Media will help to increase logo recognition for the Best New Product Awards among millions more Canadians who will be able to learn about the best products as chosen by other Canadians. Plus, there will be many new opportunities for winning products to creatively further their BNPA win.”

For the past nine years, the Best New Product Awards have grown to become a highly sought-after award in the CPG sector. The BNPAs are no longer exclusive to Canadians; Levy has successfully taken the Program to the U.S., Mexico and Turkey. Further expansion of this, made in Canada program, is also in the works.

In addition to Shaw Media, the other leading Canadian media partners for the Best New Product Awards include: founding magazine partners *Canadian Living* and *Coup de Pouce*, *Metro News*, Astral Media Outdoor, Newad Indoor Media and *Strategy Magazine*. Sample Source also signed on as the exclusive BNPA sampling partner. On the retail front Rexall Pharma Plus is the BNPA health and beauty retail partner for a third year and will be featuring 2012 health and beauty winners in their store network in March. Plus, from the world of academia, Wilfrid Laurier University will again be lending their research expertise and analysis to the BrandSpark Canadian Shopper Study.

### About BrandSpark International

BrandSpark is an independent market research and consulting firm with expertise in shopper trends and behaviour, new product development and media, and conducts research around the world. [www.BrandSpark.com](http://www.BrandSpark.com).

### **About Shaw Communications Inc.**

Shaw Communications Inc. is a diversified communications and media company, providing consumers with broadband cable television, High-Speed Internet, Home Phone, telecommunications services (through Shaw Business), satellite direct-to-home services (through Shaw Direct) and engaging programming content (through Shaw Media). Shaw serves 3.4 million customers, through a reliable and extensive fibre network. Shaw Media operates one of the largest conventional television networks in Canada, Global Television, and 18 specialty networks including HGTV Canada, Food Network Canada, History Television and Showcase. Shaw is traded on the Toronto and New York stock exchanges and is included in the S&P/TSX 60 Index (Symbol: TSX – SJR.B, NYSE – SJR). For more information about Shaw, please visit [www.shaw.ca](http://www.shaw.ca).

- 30 -

For more information, please contact:

**BrandSpark International**

Robert Levy, President | 647-727-4576

[RLevy@BrandSpark.com](mailto:RLevy@BrandSpark.com)

**JDA (Jefferson Darrell & Associates)**

Jefferson Darrell | 416-357-0234

[JDA@JeffersonDarrell.com](mailto:JDA@JeffersonDarrell.com)